

as I see her, your
Cannon Go. Girl is
gargeous to look at,
gay as confette. and
gay as confette. and
those trim fitting
those trim fitting
Cannon Mylons do flatter
Cannon Mylons do flatter
her legs. Cannon's new
fall colors are
fall colors are
something special, too.
Robert Patterson

Go-Flattering—suave mixture of beige, warm grey.

COPR. 1951, CANNON MILLS, INC.

# Cannon Nylons do something for my legs!"

### says the Cannon Go-Girl

All the soft, elusive, flattering quality of moonlight... that's just second nature to Cannon Nylons!

For Cannon colorings have a special dash of heaven ... subtle tones blended for fashion's newest autumn whims.

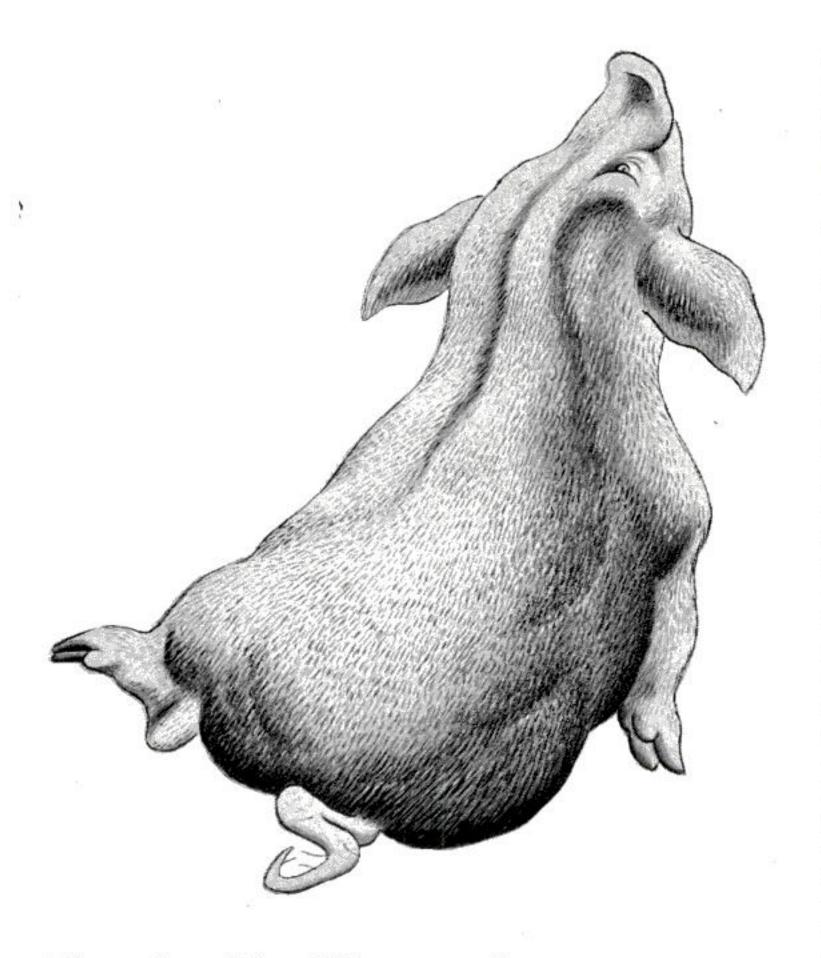
And how Cannon Nylons do cling! They're full-fashioned... made with *high-twist* thread that sleeks over the ankle, the calf, the heel—won't allow even the tiniest wrinkle.

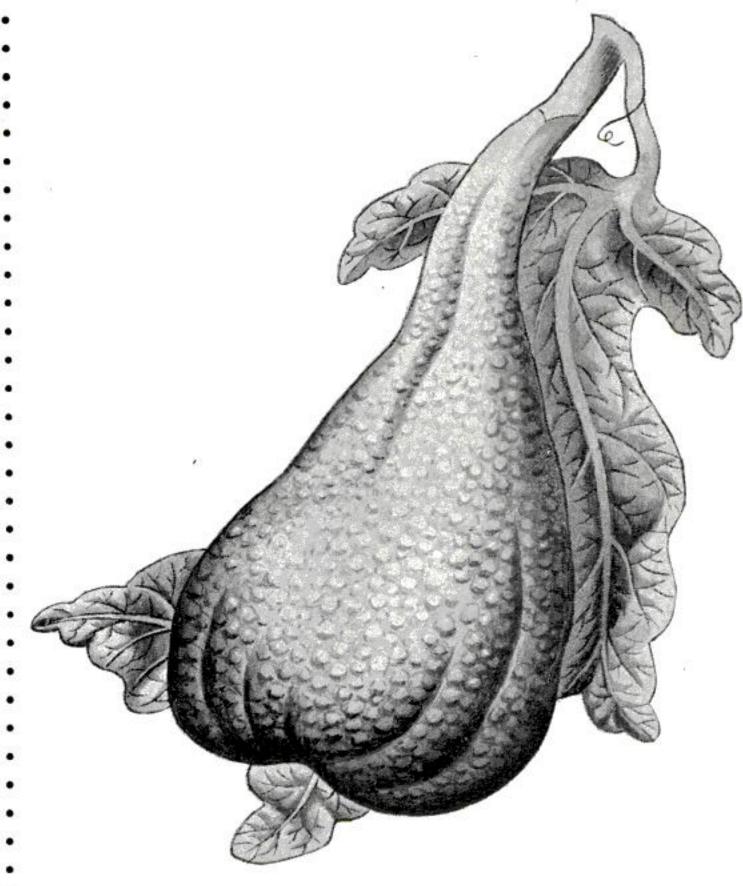
Their glamour's no fly-by-night pretense, either. Cannons wear! That's why girls who get around, do the town, insist on them. Ask at your favorite neighborhood shop.

on the legs that are on the go"

CANNON MILLS, INC., NEW YORK, MAKERS OF CANNON SHEETS, TOWELS, BLANKETS, BEDSPREADS.







There's a big difference between a

pig....fg

## —and there is a powerful difference, too, between gasoline and "ETHYL" gasoline!

TI ANTINOCK COMPOUND CORPORATION

There is nothing like "Ethyl" gasoline . . . for bringing out

the top performance of

a new car . . . or making an older one feel young again!

When you see the familiar yellow-and-black "Ethyl" emblem on a pump, you know you are getting this better gasoline. "Ethyl" antiknock fluid is the famous ingredient that steps up power and performance. Ethyl Corporation, New York 17, N. Y.

Pepsodent's Patented ORAL DETERGENT brings

# CLEAN MOUTH TASTE for hours!



### Because gentle ORAL DETERGENT works where brush can't reach

now Pepsodent cleans teeth <u>cleaner</u> ... Brightens teeth <u>brighter</u> ... Fights decay better! Mouth tastes <u>so cool</u> and breath stays <u>so fresh</u> the clean mouth taste lasts hours-your proof Pepsodent

of how well Oral Detergent works!

Pepsodent—the tooth-and-breath paste

Valuable gift offer if you buy now! Limited time only at stores everywhere.

TOOTH POWDER

Norfolk VIRGINIA

Warren Bell of Wilmington, N.C. Proves G-E overpowers interference overrides distance too!

Wilmington

One look at the map and you'd think Warren Bell, President, Tidewater Power Company was out of the TV picture. Wilmington, N. C., is 350 miles from Jacksonville-210 from Norfolk-180 from Charlotte. But his G-E set gets all 3 stations-with ease!



 Reports from remote spots all over the country testify to the quality and pulling power of G-E Black-Daylight Television. Many a happy owner points with pride to the picture he gets on his G-E-even in spots where good reception was considered impossible. And right in the heart of the throbbing cities where tall buildings stand in the way—G-E overpowers interference and shows up best in side-by-side comparisons with top models of other makes. For the quality of picture and quality of cabinetry that you want in your own home . . . look to G-E today. General Electric Company, Electronics Park, Syracuse, N. Y.

BLACK-DAYLITE TELEVISION

You can put your confidence in-

Jacksonville

FLORIDA



Prices range from \$249.95 to \$775.00, including Federal Excise Tax. Installation and picture tube protection plan extra. Prices subject to change without notice, slightly higher West and South.

### Look at the difference!



When interference or distance stands in the way, you may get pictures like this.



With this great G-E receiver, you can look to wonderful pictures like this.

@ 1951, General Electric Company, Syracuse, N.Y.

### DEBORAH KERR, CO-STARRING IN METRO-GOLDWYN-MAYER'S "QUO VADIS"-COLOR BY TECHNICOLOR



DEBORAH KERR...Lustre-Creme presents one of the "Top-Twelve," selected by "Modern Screen" and a jury of famed hair stylists as having the world's loveliest hair. Deborah Kerr uses Lustre-Creme Shampoo to care for her glamorous hair.

# The Most Beautiful Hair in the World is kept at its loveliest...with Lustre-Creme Shampoo

Yes, Deborah Kerr uses Lustre-Creme Shampoo to help keep her hair always alluring. Beautiful hair plays a vital part in the glamorous career of

hair plays a vital part in the glamorous career of every movie star...so when Hollywood stars tell you they use Lustre-Creme, it is the highest possible tribute to this unique shampoo.

Deborah Kerr is one of 12 women selected by "Modern Screen" and a committee of famed hair stylists as having the most beautiful hair in the world. Lustre-Creme will help you achieve such glamorous hair beauty.

Under the spell of its rich lanolin-blessed lather,

your hair shines . . . behaves . . . is eager to curl. Hair dulled by soap abuse . . . dusty with dandruff, now is fragrantly clean. Rebel hair is tamed to respond to the lightest brush touch. Hair robbed of natural sheen now glows with renewed highlights. All this, even in hardest water, with no need for a special after-rinse.

No other cream shampoo in all the world is as popular as Lustre-Creme. For hair that behaves like the angels, and shines like the stars . . . ask for Lustre-Creme, the world's finest shampoo, chosen for "the world's most beautiful hair"!



FAMOUS HOLLYWOOD STARS use LUSTRE-CREME SHAMPOO for GLAMOROUS HAIR



### THE MOST EXCITING STOCKING NEWS SINCE NYLON

A LOVELIER LEG COMPLEXION—AND UP TO 40% LONGER WEAR, TOO!

# BUR-MIL CAMEO Tace bounder finish \*60 gauge stockings

The soft, smooth look that powder gives your face—now transforms your legs! Exclusive FACE POWDER FINISH has a special natural skin tone that is dull, misty, more flattering. Yet for all their loveliness and sheerness, these 60-gauge stockings wear longer . . . have more nylon threads to every square inch. And because they're made by the world's largest makers, you pay far less than you'd expect! In 15 & 20 denier—Spring Twist: 1.50

Other gauges and deniers now at lowest prices ever.

A PRODUCT OF



BURLINGTON MILLS



### in the market for the best in TV?



"Tell Jim he really sold us on Motorola TV...we bought our set this week and it's wonderful!"



"We knew you'd love it, because we've been so pleased with the wonderful picture on our set."



"... and you'll save on service, too,
Our TV dealer says it's the most
dependable set, at any price!"

## Motorola TV...designed for dependability



**DEALERS AND OWNERS AGREE...** Motorola TV requires less servicing than any other TV... is proved most dependable for night-after-night entertainment! Constant quality control during production and expert performance testing assure this reliability of operation.

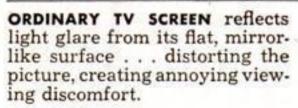
MOST ENJOYABLE . . . BECAUSE OF EXCLUSIVE NEW

ANTI-REFLECTION

**GLARE-GUARD** 

TRADE MARK







GLARE-GUARD keeps the picture free of 98% of all reflected light glare, minimizes and directs light reflections downward out of normal viewing range.

EVERY MODEL DESIGNED FOR ALL-CHANNEL CONTINUOUS TUNING OF ALL UHF STATIONS

SEE TV AT ITS BEST ON MOTOROLA TV... Filtered-Clear, steady pictures with new Electro-Lock Focus, razor-sharp edge-to-edge on full-view rectangular screens. Instant "Target" tuning, Bilt-In-Antenna, "Golden Voice" tone.

Edward Arnold — famous TV, Radio and Film star says — See me at my best on

### Motorola TV

Prices and specifications subject to change without notice

### Best change baby ever had!



help prevent diaper rash...guard baby's health and comfort!

Dryper Pads, worn inside Dryper Panty is the modern, easy, safer diapering method that makes old-fashioned diapers as obsolete as high-button shoes! Makes changes easier, safer, quicker; as frequently as needed. Exclusive design of waterproof Dryper Panty features top and bottom flaps that confine wetness to panty area. Panty won't bind or chafe. Flushable Dryper Pads are made of amazing Cellulon\*soft, stitchless, threadless, non-woven material that soaks up to 8 times its own weight in moisture. Use each soft, snowy-white Pad only once; then actually flush away like tissue. No laundering -ever! Drypers always keep precious baby clean and comfortable. At your favorite department store and wherever baby needs are sold.



100 PLAYTEX DRYPER PADS regular size \$1.29 100 PLAYTEX DRYPER PADS . . large size \$1.49 PLAYTEX DRYPER PANTY . . . each \$1.49

-worn inside bunny-soft Playtex Dryper Panties that are nylon-webbed and waterproof. Fresh, clean Dryper Pads slip under soft webbing of Dryper Panty.



USE ONLY ONCE ... THEN FLUSH AWAY LIKE TISSUE



You never touch soiled pads! NO FUSS - NO MUSS - FROM WET TO DRYPER!

TRADE MARK

Playtex for the nicest things next to baby

DRYPERS PANTIES SHEETS BIBS OIL POWDER CREAM

International Latex Corporation, PLAYTEX PARK, Dover Del.

# no other shirt in the world but the Van Heusen Carrows has the patented, soft collar that



# Wont winkle

Wrinkle-proof for life! Only the Van Heusen Century shirt has this amazing collar. Not fused, not lined, has no stays—it's especially woven in one piece . . . feels as soft as fine linen.

Perspiration won't wilt it! Always neat and comfortable
—the smart Van Heusen "Comfort Contour" collar
styling is in for keeps—no matter what the temperature.

Laundering won't hurt it! Easier to launder because:

1. No wrinkles mean lighter, easier ironing; 2. fold line is woven in place; 3. never needs starch.

Result: more wear and comfort. A new shirt free if your Van Heusen shrinks out of size!

Tie shown: new Van Heusen Century Shirt-mate, \$1.50

Phillips-Jones Corp., N. Y. 1, N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Collars

# Van Heusen Reg. T. M. Cannows shirts

in white - \$3.95, \$4.95; in colors - \$4.50

Both with regular or wide-spread collar.

# Designed for YOU and your budget, too!...the

# 1952 DE SOTO

See it!...it's on display now at your DeSoto-Plymouth dealer's. You never rode so smoothly or drove so easily. And you most certainly never owned a car that gives you so much in quality, yet demands so little in upkeep!



Big high-compression engine! Big brakes! Long wheelbase! Waterproof ignition! Safety-Rim wheels!...and you drive without shifting!



Leg and luggage room galore in every DeSoto model...chair-high seats, big windows, wider doors...room aplenty to stretch out and relax.

DE SOTO DIVISION . CHRYSLER CORPORATION



DESOTO-PLYMOUTH Dealers present GROUCHO MARX in "You Bet Your Life" every week on both RADIO and TELEVISION...NBC networks.





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GINGER ALE · SPARKLING WATER · ORANGE · COLA ROOT BEER · GRAPE · STRAWBERRY · TOM COLLINS MIXER By the makers of ROYAL CROWN COLA & NEHI BEVERAGES





# Dad loves the comfort of shoes re-soled with NEOLITE. For NEOLITE Soles are light, flexible, need no breaking-in—yet they give active feet the firm support they need. They're damp-proof, too—won't curl or twist shoes out of shape. For wear, for comfort, for smart good looks—NEOLITE is the perfect sole for every member of the family. Step on it and see!



Mom loves the looks! NEOLITE re-soles can be blended so beautifully at the arch . . . take such a superb finish . . . they're a real credit to the skill and craftsmanship of your shoe service man! That's why you'll find him featuring NEOLITE Soles so prominently in his shop. He knows they have everything it takes to satisfy his customers and thus build bigger business for himself! Next time anyone in your family needs re-soles—or new shoes—be sure to ask for NEOLITE Soles!

# Now the whole family's following in Junior's footsteps

... right to their shoe service man for NEOLITE re-soles!

The way Junior used to go through shoes was a caution—
until the shoe service man recommended re-soling them
with NEOLITE. When the folks at home saw those soles outwear
leather 2 to 1\*—saw how much better they'd be for
everyone—they insisted on having them on their shoes, too!

Outwears leather 2 to 1.\*

Keeps shoes smart-looking.

Light . . . firm . . . flexible.

Damp-proof! Helps keep
feet dry, keep shoes in shape.





SOLES

Make any repair job a better job - any shoe a better shoe!

We think you'll like "The Greatest Story Ever Told" - Every Sunday - ABC Network.

\*As shown by actual walking tests, supervised by our own laboratory experts, comparing Neolite with leather of the same high quality specified for use by the Armed Forces.

### Behind TV's finest picture...

# TVS GREATEST "POWER PLANT"!

DESIGNED FOR BUILT-IN U.H.F.

Of course, all Philco sets are specially designed for future developments.

Your Philco dealer has the full story.



craftsman's masterpiece in performance and beauty—the Philco 2145-X with rectangular 20-inch filter-face gray tube, Electronic Built-In Aerial, Balanced Beam Chassis, "Colorado" Tuner. Breath-taking performance—eye-catching beauty. Solid matched Mahogany cabinet, on casters. Carved door-pulls. Philco consoles, 17- to 20-inch screens. \$279.95 to \$529.95\*.

\*Tax included, warranty extra. Prices subject to change, slightly higher in South and West.

PHILCO SUPER-POWERED BALANCED BEAM CHASSIS
AND SENSITIVE NEW "COLORADO" TUNER BRING
TV RECEPTION TO WHOLE NEW AREAS!

How can Philo bring in big clear pictures way out where other TV sets fail? Because Philo—and only Philo—has the mighty Balanced Beam Chassis with its incomparably sensitive "Colorado" Tuner.

### ALL NEW FOR '52

New performance! New beauty! Solid quality throughout! Astounding prices—so low you may never see 'em again—so low that every Philco model is the value leader of its class. Bar none!

No other set in the world has this brilliantly-engineered power plant. Philco-perfected tuning and power circuits, Philco research, Philco-designed tubes with gold-plated grids . . . yes, Philco electronic science has built an exciting new idea of TV pleasure . . . has created amazing new standards of performance. Here at last is television as reliable and trouble-free as radio!

Philco-value sensation of all TV! Designed today for tomorrow's television. See it!

TV'S FIRST TRUE-FOCUS PICTURE







NO BLUR... NO SMEAR... PHILCO TRUE-FOCUS

### PHILCO Balanced Beam TELEVISION

DON'T MISS Philco Television Playhouse, NBC-TV Network . . . Don McNeill's TV Club, ABC-TV Network.

### LETTERS TO THE EDITORS

### ROUGH DAY IN BERKELEY

Sirs:

Your insinuation in "Rough Day in Berkeley" (Life, Oct. 29) that Southern California's victory over California was achieved by unnecessarily rough tactics is an insult to a fine group of athletes who gained a great upset victory. . . .

> JOHN BRADLEY President

Associated Students, U.S.C. Los Angeles, Calif.

### Sirs:

If the brilliant blocking, spectacular running and wonderful team play you depict is indicative of murderous football, then that's the way I like it!

WALTER BABYCHUK

Los Angeles, Calif.

### Sirs:

. . . You omitted one edifying detail: the U.S.C. rooters cheered when University of California player Johnny Olszewski was injured.

JOHN VALENTINE

### Glendale, Calif.

 As Olszewski was helped from the field, U.S.C. began the old chant, "Hit 'em again, hit 'em again, harder, harder."-ED.

### Sirs:

California has been beaten five times in its last 43 starts, twice by U.S.C. and thrice by the Big Ten, but you have done irreparable harm in aiding in the perpetuation of the myth that you don't beat Cal, you only rob them.

RICHARD P. B. TYSON

South Pasadena, Calif.

... Movies of the game have shown conclusively that Pat Cannamela did not twist Johnny Olszewski's knee as the latter hinted; rather, he tackled the California flash in the way footballers are supposed to-clean and hard. Despite Olszewski's supposedly serious injury, he was able to return to the game.

GLENN L. BEEMER

Los Angeles, Calif.

• The tackle started out clean and hard (below), but well after the whistle had been blown, Cannamela was still clinging and pulling. Although Olszewski insisted on re-entering the game, his running effectiveness was greatly curtailed by his inability to cut and turn sharply. He missed the two succeeding games.-ED.

### POETIC WEDDING

Sirs:

Re "The Wedding of Ogden Nash's Daughter" (Life, Oct. 29):

My dad is the world's finest to me, But, oh, how I wish he could write poetry!

DOROTHY C. BYRNE Pittsburgh, Pa.

Sirs:

Learn and remember as long as you

The only one left is the hardest to give, But trying to keep her an unmarried daughter

Is harder than filling a sieve full of water!

REXINE SYMPSON DETUNCO

Berkeley, Calif.

Sirs:

Wonder why you didn't publish E. B. White's "Memorandum for an Infant Boy," a rebuttal to Nash's poem about his infant daughter?

Mrs. Rex Goodman

McAlester, Okla.

 In 1933, E. B. White, father of a young son, wrote a reply to Poet Nash's attack on boy children. His poem, which appeared in The New Yorker, reads in part:

... My son, there are things in life much finer

Than wooing the daughter of a poet (minor):

You could wait on table in a Pullman diner,

You could follow the path of the Forty-niner,

Or fire an engine, or stoke a liner, Or even become a scene designer. Yes, son, there are things in life much finer

Than courting the daughter of a poet (minor). . . .-ED.

### GOOD CITIZEN'S REWARD

Sirs:

I am enclosing a check for the benefit of Robert Niemeyer of Northlake who was beaten up by hoodlums ("The Good Citizen and His Reward," LIFE, Oct. 29).

RALPH L. GORRELL

Clarion, Iowa

 Contributions from Life readers totaling \$189 have been forwarded to Robert Niemeyer, who is still in the hospital awaiting surgery which will show whether he has been permanently maimed.—ED.

CONTINUED ON NEXT PAGE



U.S.C.'S CANNAMELA TACKLING OLSZEWSKI



For the name of your nearest Keepsake Jeweler, call Western Union by number and ask for Operator 25.

this precious one will stand alone - reflected forever in the exquisite beauty of love's eternal symbol - your Keepsake Diamond Ring.

your diamond ring must be selected with infinite care, to glow with special meaning always. Keepsake - as perfect and enduring as your love - is truly the choice above all others.

In selecting your diamond ring, be guided by the name, Keepsake, in the ring and the words "guaranteed registered perfect gem" on the tag. True value is assured by the famous Keepsake Certificate signed by your jeweler and Keepsake. Be certain it's a Keepsake, the only ring awarded two Fashion Academy Gold Medals. In a wide range of styles, at prices from \$100 to \$10,000.

A. JONQUIL Ring \$125. Wedding Ring 62.50. B. CAMERON Ring \$200. Also 100 to 2475. Wedding Ring 12.50. ★ Man's Diamond Ring \$100. Available at 75 to 250 to match all engagement rings. C. ORLEANS Ring \$300. Also 450. Wedding Ring 125. D. WELLESLEY Ring \$450. Also 675. Wedding Ring 100.

All rings illustrated available in white as well as natural gold. Prices include Federal tax. Rings enlarged to show details.

Amsterdam	Antwerp	Home	Office -	Syracuse,	N. Y.
Keepsake I	Diamond R	ngs, A.	H. Por	nd Co., I	nc.

120 East Washington, Syracuse 2, N. Y.

	FREE US	erui bookiets	The Etique	tte of the	Engagemer	nt and Wed
280	ding" and '	'Choosing	our Diamon	d Ring."	Also 48-p	age "Bride's
	Keepsake Bo	ook" gift offe	r and your K	eepsake J	eweler's na	me.

STREET AND NO.....

NAME.....

CITY AND STATE......L11-19-51



### Best friend needs a planned diet, too

### EASY PLAN:

- 1. Feed Gro-Pup Ribbon as his basic food. Veterinary approved.
- 2. Serve dry or moistened (water or milk). Table scraps okay, too.

In a minute, feed the family's best friend right! First, pile his dish with savory Gro-Pup Ribbon. It's basic food. Blends all the food elements-vitamins, minerals-dogs are known to need. Over 30 in all! Then, because your dog's "family," top Gro-Pup with table scraps.





BOX: Serve Gro-Pup Ribbon crisp or moistened.

\*SEAL: Only dry dog food with this seal of veterinary approval.

P. 5.: Try new Gro-Pup Meal. Fastest mixing! 5- and 25-lb. bags.

A boy needs a quart of milk daily for good bones. Your dog gets his bone-building minerals in Gro-Pup Ribbon. It's basic. Every bite nourishes. Packs 3 times as much solid nourishment as most canned dog foods. Your dog can really go to town on Gro-Pup!

### LETTERS TO THE EDITORS

CONTINUED -

### KING'S ENGLISH

Sirs:

Could this telegram be the King's English? It is the one printed in "Fif-

MAYOR G. BRCATCH. COCHRANE. ALTA.

WOULD BE PLEASED TO ROYAL HIGHNESSES ON ARRIVAL AT CO PERMITS ONLY FEW MINUTES AT THIS MUST BE BREIF WITHOUT CEREMONEY

teen Royal Minutes in Cochrane" (LIFE, Oct. 29).

MARGARET WILSON

North Bennington, Vt.

Sirs:

... We hasten to assure you that all Canadians are not illiterate—only a little excited at times over the visit of our illustrious visitors.

STEVE ROWAN

Winnipeg, Canada

Sirs:

After reading the latest instalment of Churchill's Memoirs (Life, Oct. 29), I am wondering if it is the king's prerogative to use the personal pronoun "I" when the objective case is called for—as he did in writing his letter to Churchill: "... it would not be right for either you or I to be where we planned to be on D-day."

JAMES BREWSTER

Hartford, Conn.

● This was a rare royal lapse. George VI is guilty of few errors in English —far fewer than his father, George V, who had trouble with grammar and spelling. He always spelled the ocean "Artic."—ED.

### SALUTER

Sirs:

Quite a surprise in your Churchill instalment (Life, Oct. 29) to see myself in Aaron Bohrod's portrayal of Grosvenor Square saluting. I am the officer wearing glasses on page 78. This endless mass saluting inspired the enclosed cartoon in my Stars and Stripes feature, "Private Breger."

DAVE BREGER

West Nyack, N.Y.



"COLONEL, I HAVE A MAN HERE WHO COMPLAINS HE'S BEEN DOING TOO MUCH SALUTING!"

### GOD, SOCIALISM AND YALE

Sirs:

In your editorial ("God, Socialism and Yale," LIFE, Oct. 29), you say ".. and this at a time when Keynes's bias (for inflation and for economic nationalism) is most dangerous..."

This is an unfortunate interpretation of Keynesianism. Above all

CONTINUED ON PAGE 19

### Brand New TEXCEL Cellophane Tape Tightest-sticking tape of all!



. Copyrighted material

CELLOPHANE TAPE

INDUSTRIAL TAPE CORP., NEW BRUNSWICK, N.



# Then: Borden's STARLAC — makes 5 quarts nonfat milk for as low as $40^{\circ}$

Starlac is milk — fresh, pasteurized milk, with only the water and fat removed.

That's why Starlac gives you wholesome, nutritious nonfat milk when you just replace the water, mix and chill.

Starlac tastes so good, Starlac is so good—millions of families are already using this wonderful new nonfat milk for drinking, cooking and on cereals.

What other food in the world gives you so much goodness—for so little money!

**So convenient.** Starlac package needs no refrigeration. Stays fresh on your kitchen shelf. In no time at all you can reliquefy any amount you wish . . . from 1 cup to all 5 quarts.

Get Starlac at your grocer's today. It will be on your shopping list from now on.

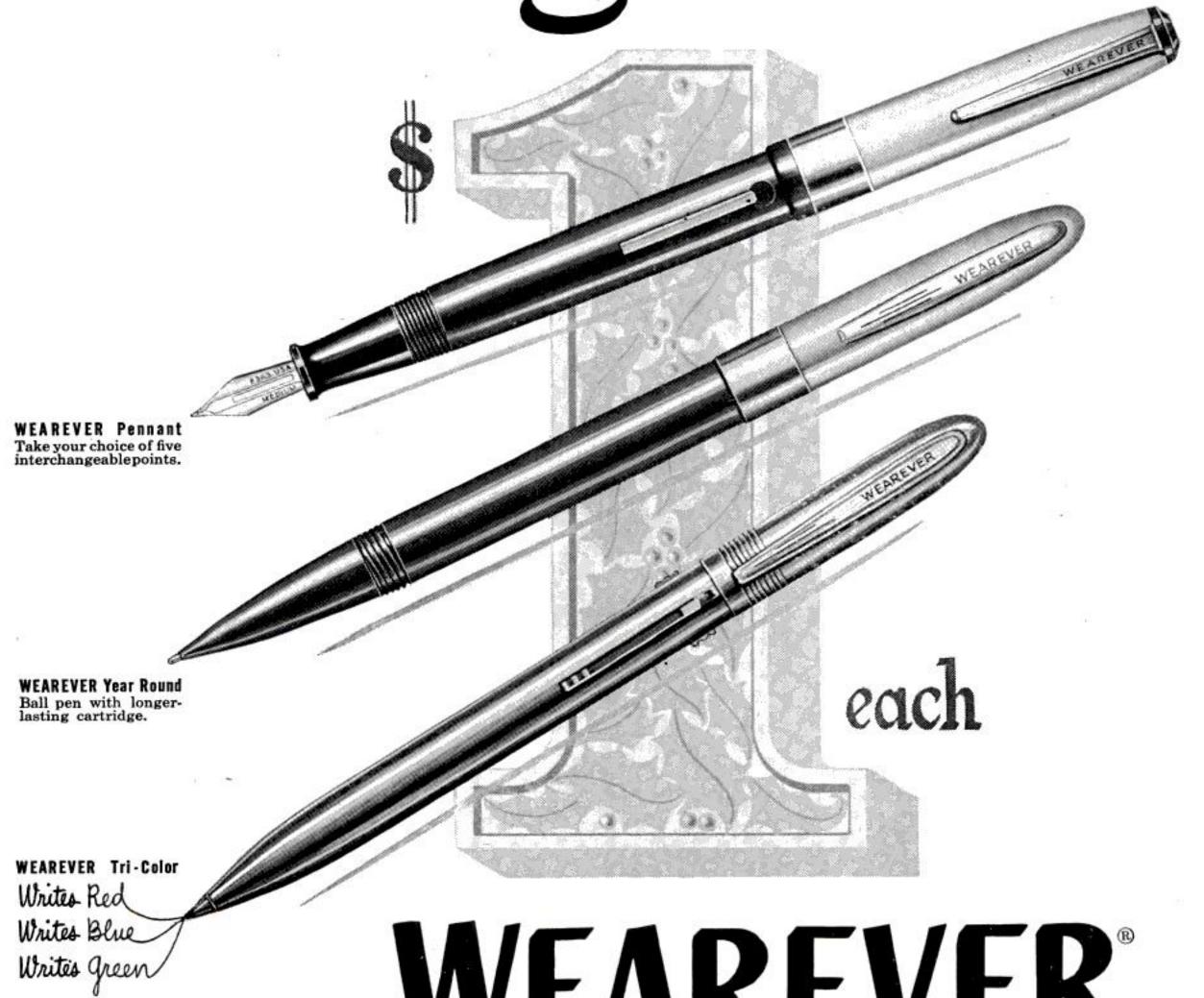
\*Slightly higher in some areas.

Nutritious! Convenient! Thrifty! for Drinking, Cooking, Whipping!

# All this important nourishment in Borden's new STARLAC! Every quart of Starlac gives you the same amount of body-building proteins and minerals, the same amount of energy-giving lactose and B vitamins as you get in a quart of the finest milk you can buy. Remember, Starlac is Borden's! And if it's Borden's—it's got to be good!

Again, Wearever, World's Largest Fountain Pen Manufacturer

# Makes your Christmas dollar go further



WEAREVER

FOUNTAIN PENS • MECHANICAL PENCILS No other pen - regardless of price - gives you more quality for your money than these Wearever beauties. Still only \$1.00 each, so you can afford to remember everyone this Christmas, with a wonderful, smoothwriting Wearever Pen. At leading stores. Made by David Kahn, Inc., North Bergen, N.J.

. PLUS FEDERAL EXCISE TAX O 1961 David Kahn, Inc.

WEAREVER Pennant Set Matching pen and pen-cil, beautifully gift packaged. \$1.98

### B.F. Goodrich **MUD-SNOW TIRE**



### **PULLS UP TO 25% BETTER IN MUD**

Tested with other leading makes, the new B. F. Goodrich Mud-Snow tire has up to 25% better traction in mud.

Independent tests by Pittsburgh Testing Laboratory show up to 24% more pulling power in snow-12 to 64% more stopping power on slippery snow and ice! Get this extra margin of safety and treadpower now, for safe winter driving. See

your BFG retailer. His address is in the yellow pages of the phone book. The B. F. Goodrich Co., Akron, Ohio.





MORE TENDER . MORE DELICIOUS MACARON for an easier...speedier ANOLIZE OUR SHOES BOOT POLISH Product of Knomark Mfg. Co., Inc., Brooklyn, N.Y.

### Coughs Are Checked

surprisingly soon with reliable, pleasant-tasting Piso's (Pie-soz). For quick relief from coughs and discomfort due to colds, always depend on

PISO'S

### **LETTERS** TO THE EDITORS

Keynes and his followers insist that public measures be laced with private. They urge inflationary measures in deflationary periods and deflationary measures in inflationary periods. That means more taxes and less nonessential spending in inflationary periods. This has been the theme of the genuine Keynesian since 1940. . . .

SEYMOUR E. HARRIS Professor of Economics Harvard University Cambridge, Mass.

• Inflation and economic nationalism were the "Keynesian" remedies for the main economic problem of the '30s, unemployment." When this phase is over," he said in 1930, "we can reverse the process," and in the '40s he began to try. But as his biographer Roy Harrod says, "It proved harder to deindoctrinate [other economists] than it had been to indoctrinate them with the baleful creed of economic nationalism,' and before he could do it he was dead. Nationalism and inflation, though not the whole of Keynes, are the chief bequest of Keynesianism to our day.-ED.

### GROWTH OF A DESPOT

Sirs:

"Growth of a Despot" (LIFE, Oct. 29) makes me recall that in 1948, toward the end of my duty as U.S. vice consul in Communist-controlled Dairen, China, a friend told me that pictures of Lenin and Hoover were side by side in a photographer's window.



My wife and I drove over and she snapped this photo from our jeep. We asked the Chinese proprietor if he could tell us the names of the persons in the pictures. He said no and seemed embarrassed. We heard later that the pictures were removed. Probably the proprietor thought we were Russians who had come to check up.

ISAAC PATCH JR.

Gloucester, Mass.

### TAFT LETTER

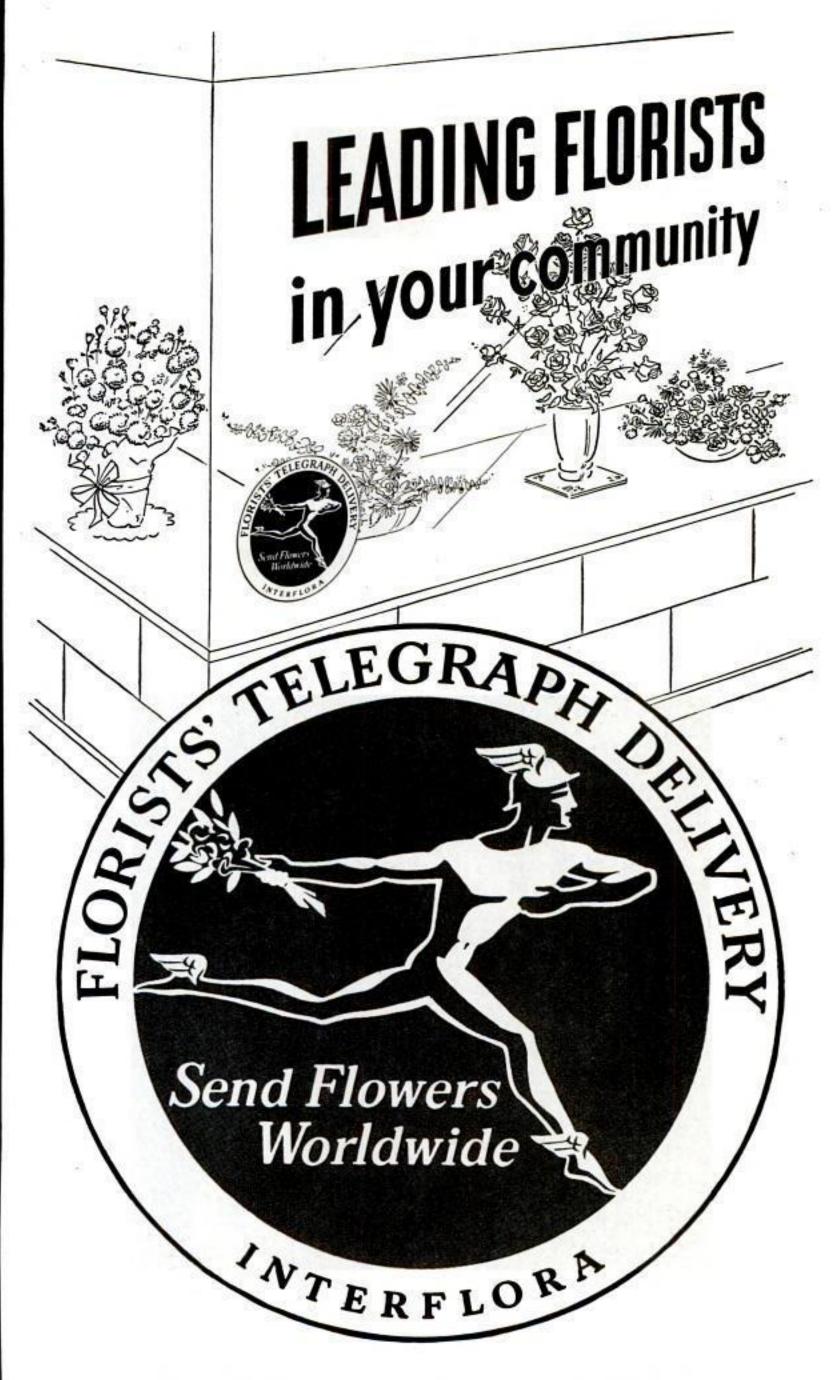
Sirs:

In your number of Oct. 15, you not only quoted an extract from the Forrestal Diary, but you played it up as evidence that I was really hoping that Dewey would lose in 1948. I enclose copy of the actual letter I wrote President Truman which shows that Mr. Forrestal was completely mistaken. I have no doubt Mr. Forrestal heard some comment which he misunderstood as a quotation from the letter....

ROBERT A. TAFT Cincinnati, Ohio

• Life, Oct. 29 ("Mr. Republican Cuts Himself In") reported President Truman's disclaimer on the

**CONTINUED ON PAGE 22** 



... CAREFULLY SELECTED TO HELP YOU

### Say it with Flowers-By-Wire

Florists are proud to display this famous F.T.D. Mercury Emblem. They know this: not everybody can join.

To be selected as an F.T.D. Member, a Florist must have proved himself to be a dependable member of his business community...worthy of public confidence.

That's why you can be sure of firstclass service when you enter any of the 18,000 F.T.D. and INTERFLORA shops. When you see the gold-and-black Mercury Emblem, you know it stands for F.T.D.'s policy of SELECTED MEMBERSHIP and ...

GUARANTEED DELIVERY of fresh

flowers where you want them, when you want them ... backed by a bond!

- TESTED SERVICE. Trained shoppers make regular rounds of F.T.D. Shops, placing various types of Flowers-By-Wire orders. These orders are checked by F.T.D. Headquarters, to keep every Member-Florist on his toes.
- 40 YEARS OF DEPENDABLE SERVICE make F.T.D. the oldest, as well as the largest, organization devoted to the delivery of FLOWERS-BY-WIRE.
- 5,000,000 ORDERS LAST YEAR mean that F.T.D. FLORISTS delivered Flowers-By-Wire on an average of almost 14,000 times per day.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION Headquarters: Detroit, Mich.



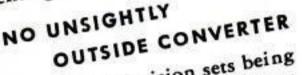
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# ADMIRAL MAKES TEL

## EQUIPPED FOR UHF

WITH ADMIRAL'S BUILT-IN TURRET TUNER Hundreds of new UHF television stations are promised for the coming months. If you are one of the two million fortunate owners of an Admiral, your set can be adapted for UHF reception in a matter of minutes

All Admiral TV sets are equipped with the famous built-in Turret Tuner . . . originated and perfected by ... at a cost of just pennies. Admiral engineers. Provides for reception of all present stations as well as those planned for UHF channels by means of readily interchangeable tuning strips.



Most television sets being built today require an external converter to get UHF stations. None is needed with an Admiral!



### COLOR TV Optional, ADD COLOR ANYTIME WITH ADMIRAL'S

EXCLUSIVE 3-WAY ELECTRONIC ADAPTER Admiral's sensational electronic adapter for color television has been engineered for quick, easy installation completely within any Admiral TV set. Leaves no unsightly wires or gadgets exposed. 3-way switch provides 3 services: In position 1, receives black-and-white programs full screen; in position 2, receives color programs in black-and-white full screen; in position 3, picture is ready for color.



Free Booklet!

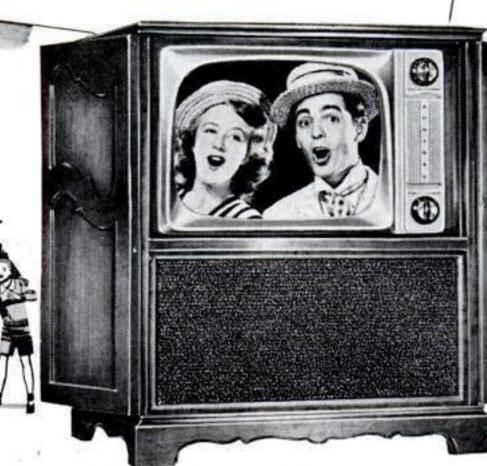
Color TV Optional by Admiral offers three distinct advantages: Bigger pictures . . . lower cost . . . . complete freedom from obsolescence. Free booklet gives full details. Ask your Admiral dealer.



20" Model 321K67 Admiral 20" TV Combination with Dynamagic radio and triple-play phonograph. Walnut, mahogany or blonde.

20" Model 221K45 Admiral 20" Console with Color TV optional. Choice of walnut, mahogany or blonde cabinet.





20" Model 221K28 Admiral 20" Console with Color TV optional. Beautiful, double-door French Provincial cabinet.



17" Model 37K55 Admiral 17" TV Combination with Dynamagic radio and triple-play phonograph. Color TV optional. Walnut, mahogany or blonde cabinet.

20" Model 121K15 Admiral 20" Table Model with Color TV Optional. Walnut, mahogany or blonde wood cabinet.



ENGINEERING ADVANCES!

POWERFUL TV WORLD'S MOS

SENSATIONAL TRIPLE-X CHASSIS REVOLUTIONIZES TV PERFORMANCE ENGINEERED TO OUTPERFORM ALL OTHERS ANYWHERE, ANYTIME!

If you live 'way out in the country where good TV reception is diffi-

cult, this new super-powered Ad-

miral is for you! If you live in the city where an indoor antenna is unsatisfactory and a roof antenna not permitted, this new superpowered Admiral is

Admiral's new Triple-X chassis for you! with amazing cascode amplifier performs just as though station power had been increased 200% to 400%! In side-by-side comparison tests, Admiral's new Triple-X chassis with built-in antenna has actually outperformed ordinary sets using a roof antenna!

Yes, no matter where you live Admiral gives you the brightest, sharpest, clearest picture in tele-

vision. And only Admiral gives you all these plus features:

Dyna-Ray Picture Tube with the clearest picture in television . . . clear even 'way up close. No room is too small for Admiral's biggest picture tube.

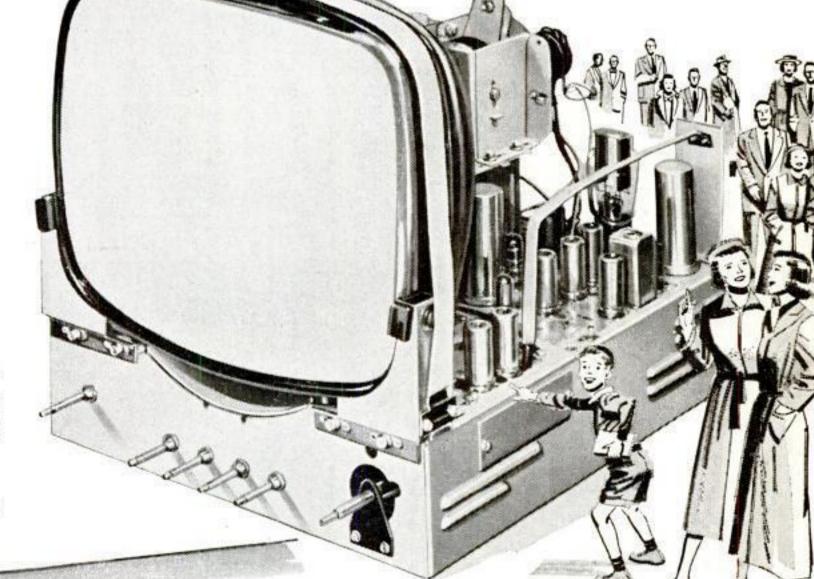
Flex-O-Matic Focus Control that assures perfect focus over the entire picture screen. No blur! No smear!

Automatic Gain Control that reduces interference 92%!

One-Knob Tuning . . . easy as a radio. Roto-Scope Antenna . . . the only builtin antenna that's directional.

Admiral's new television sets are so packed with features and so sensationally priced that you owe it to yourself to get complete details immediately. See your nearby Admiral dealer without delay.

Model 27K85 Admiral 17" Console with Color TV optional. Choice of walnut, mahogany or blonde cabinet.



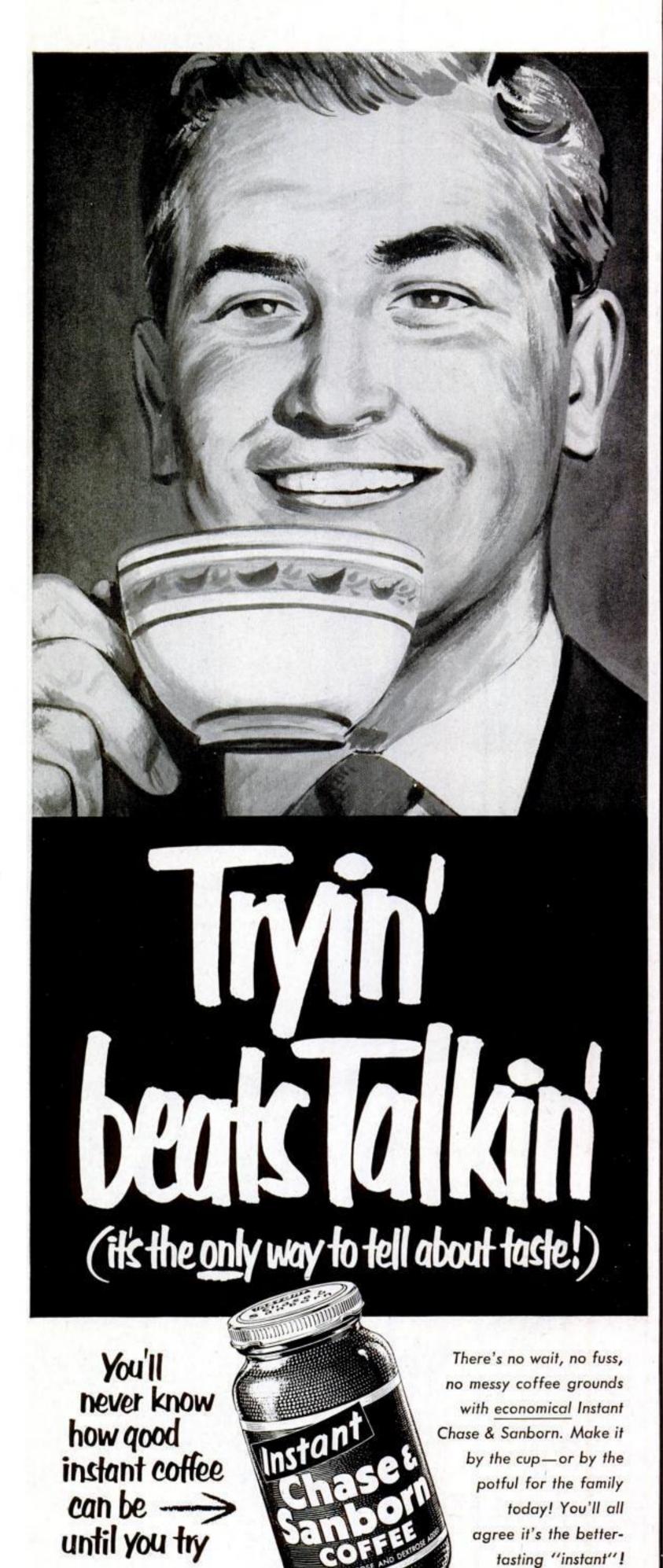
ON TV—Admiral brings you "Lights Out" every Monday at 9:00 PM, EST on NBC-TV Network.

Admiral

BIG PICTURE TV PRICED AS LOW AS

Other models at savings up to \$130! See your Admiral Dealer.

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### LETTERS TO THE EDITORS

CONTINUED -

letter, here prints Senator Taft's:
"My dear Mr. President: I wish to
extend my hearty congratulations
on your election, and I hope to do
the same in person on my return to
Washington about December 15.
There are many matters on which
we can agree to disagree. On the
other hand there may be some others
where I can be of help in eliminating
unnecessary legislative difficulties.

"Mrs. Taft joins me in sending our best wishes for a happy four years to Mrs. Truman and yourself. ROB-ERT A. TAFT"—ED.

### **JAYWALKERS**

Sirs:

... In your pictures of San Francisco's embarrassed jaywalkers (Life, Oct. 29), you show only women.

YETTA RICHAN

San Marcos, Texas



• There were a few men (above), but they were greatly outnumbered by the women.—ED.

### BLIND GIRL

Sirs:

Thanks for the story, "Patti Makes the Grade" (Life, Oct. 29). For those of us who also have blind children it is a long step forward in showing that the blind child should be given the opportunity to live a normal life. . . .

Mrs. A. F. Breslauer

San Francisco, Calif.

### BUSIEST TV COG

Sirs:

Backed by nearly

100 years of coffee experience

Thank you for all the excitement of being in Life as a TV script girl ("Busiest Cog in Television," Life, Oct. 29). I'm being married in December and am giving up my job, except for writing shows. New York has

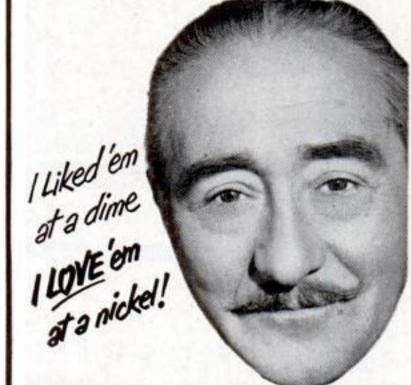
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# PERSONNA BLADES REDUCED from



NOW 20 FOR 89¢

### No Change in Quality!

Certified by N. Y. Testing Laboratories

Yes, Personnas are now half their former price — but still the world's finest blades. Prove it to yourself — at no risk — by getting a pack of Personnas. Use as many blades as you wish . . . and if they do not give you incomparably smooth shaves, return dispenser to us for full refund! Personna, Inc., 43 W. 57th Street, N. Y.



Instant Chase & Sanborn is Pure Soluble Coffee with Dextrins,

Maltose and Dextrose added.

# Only the Composition of the Comp

### toasts with RADIANT CONTROL

# Automatic Beyond Belief!

All you do is drop in the bread

Bread lowers itself automatically, no levers to push Toast raises itself silently, without popping or banging



THIS is the entirely new toaster that has completely changed people's conception of what an automatic toaster should do! Only after you've seen it make toast can you appreciate the sheer magic of its care-free operation.

No levers to push—no popping or banging. Just drop in the bread and let the Sunbeam take over. This turns on the current and the bread silently lowers. When perfectly toasted, the current turns off and the toast comes up silently. It's that sensational.

The new Sunbeam even regulates the toasting automatically, depending on the kind of bread. If the slices are moist, it toasts them a little longer than if they are dry. If they are thin, it toasts them quicker than thicker slices. Moist or dry, thick or thin—you always get the same uniform golden color you want—automatically. There is no other automatic toaster like the Sunbeam because only the Sunbeam toasts with patented RADIANT CONTROL. Ask your Sunbeam dealer to demonstrate it for you.



RADIANT CONTROL
automatically adjusts itself for every
kind of bread . . .
moist or dry, thick
slices or thin.

Only Sunbeam has patented RADIANT CONTROL. The heat radiated from the actual surface of the bread is focused on a sensitive strip of bimetal. When the bread reaches the scientifically correct temperature for perfect toasting, sufficient heat is absorbed by the thermostat to shut off the toaster. The toasting is always the same no matter what kind of bread you use, regardless of line voltage, once you set it for the brownness you want.

©SUNBEAM CORPORATION, Dept. 53 Chicago 50, Illinois • Toronto 9, Canada

# New holiday delights With LIBBYS—freshest-tasting PINEAPPLE ever—

from our own plantations in Hawaii

Red and Gold Salad. Libby's Crushed Pineapple and Cranberry Sauce are unusually delicious together. Mold cranberry sauce in rings, fill centers with Libby's Crushed Pineapple, chilled and drained. (Libby's Crushed is the extra-flavorful pineapple from next to the shell.) Serve with your favorite salad dressing. Good with turkey. Bright and festive for any meal! Also try Libby's Pineapple Tidbits and Chunks for tempting fruit salads.



Sunny Circle Tarts taste so delicious everybody will beg for this recipe: Drain a can of Libby's Sliced Pineapple. Add enough water to syrup to make 1½ cups. Heat and dissolve in it 1 pkg. lime-flavored gelatin. Chill until slightly thickened. Fold in ¾ cup cream whipped stiff. Pour into baked tart shells; chill. Top with drained slices of Libby's Pineapple. For flower garnish, cut maraschino cherries in sixths lengthwise, but not quite through—fan apart.





### LETTERS TO THE EDITORS

CONTINUED

been fun and glamorous, although sometimes financially precarious. But I'm glad that I'll soon take root in Philadelphia.

ADELE CHAMBERLAIN New York, N.Y.

### TROPE LETTERS

Sirs:

this outfit so much as now after reading the letters attacking Sergeant Trope (Letters to the Editors, Life, Oct. 29) from people who know so little about it yet have talked so much.

CPL. DAN J. DOLBON, USMC Bangor, Wash.

Sirs:

With pride I point to the fact that not one of the knuckleheads who so violently criticized your DI article was a veteran of the corps.

James Closs, USMCR

Huntsville, Texas

Sirs:

Your article brought back memories I'll never forget. I'm second in line waiting for the "Boot Haircut." To those who seem to be against it I want to say that my buddies and I are proud we passed the test and proud of our Senior DI S/Sgt. Trope.

PFC. DIEGO V. DEL VALLE, USMC Jacksonville, Fla.

Sirs:

Sgt. W. S. Trope is my baby brother and I am proud of what he is doing. . . . When I saw your pictures I could not help feeling sorry for the bewildered boots that first day, but as I turned the pages to the graduation picture I wasn't disgusted; I was impressed. . . .

MARIE BARBUSCAK

Fairmont, W. Va.

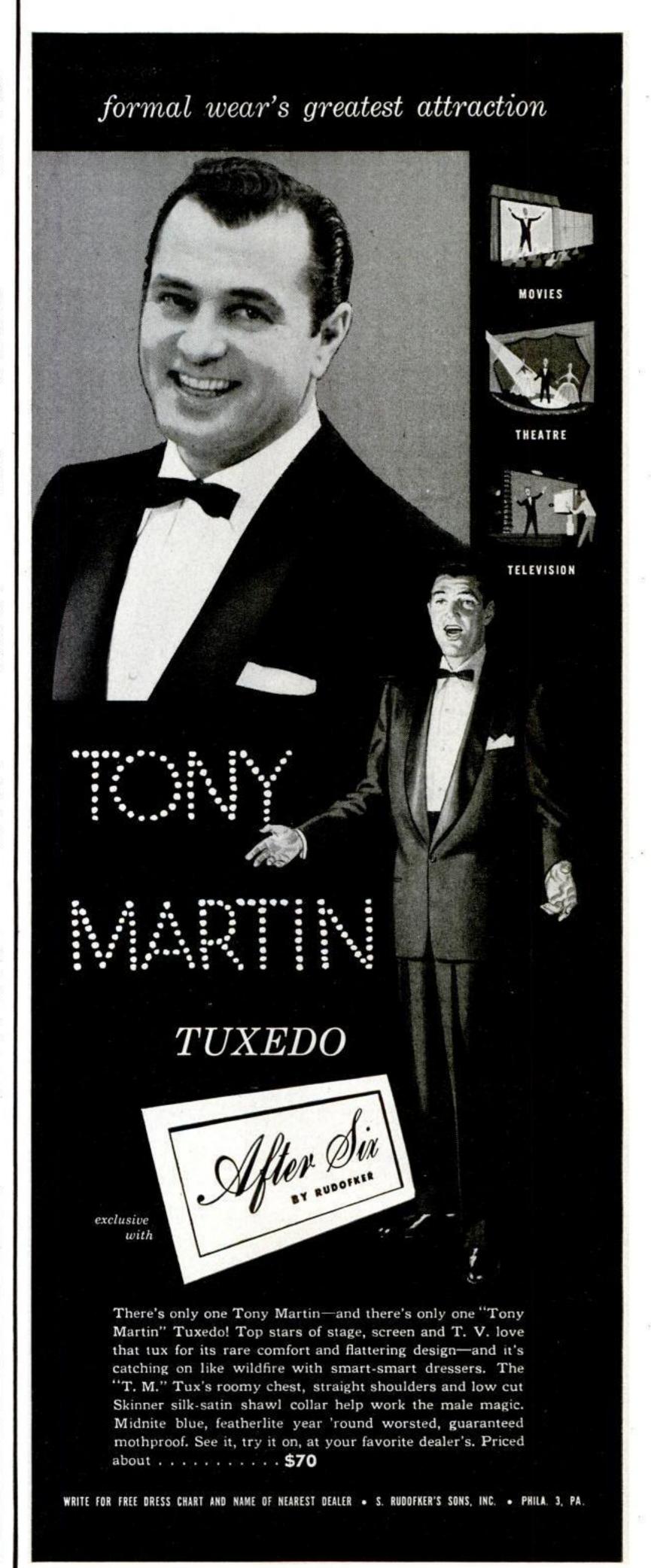
Sirs:

We attend Kemper Military School and would like to protest the letter of Cadet Sgt. Fleming who is in our company and says he will use Sgt. Trope's discipline on us. We want to know if it is right that we have to suffer the undignified ways mentioned when we know that he did not. We think that the practices are quite effective and appropriate for the Marines, but not for the cadets of Kemper.

CADET R. E. WILLIAMSON CADET J. H. HOLLOWAY CADET D. W. MARPLE

Boonville, Mo.









# SPEAKING OF OF PICTURES

### eats 2½ tons in one year

In this remarkable picture of plenty, Steve Czekalinski, his wife Stephanie and his sons, Stephen and Henry, are surrounded by the food they will have eaten this year—2½ tons of it. The photograph, made for the Du Pont company's magazine Better Living, is based on statistics on the American diet supplied by the Department of Agriculture. More eloquently than any statistics, it shows that Americans eat well.

Czekalinski, who works in the shipping department of the Du Pont plant in Cleveland, was selected as an average industrial worker with a family of average size. He earns \$1.96 an hour, spends about \$25 a week for food, or \$1,300 a year. When the A & P Tea Company, in whose warehouse this picture was taken, added up the retail cost of this food, the total was \$1,306, amazingly close to Czekalinski's estimated annual expenditures.

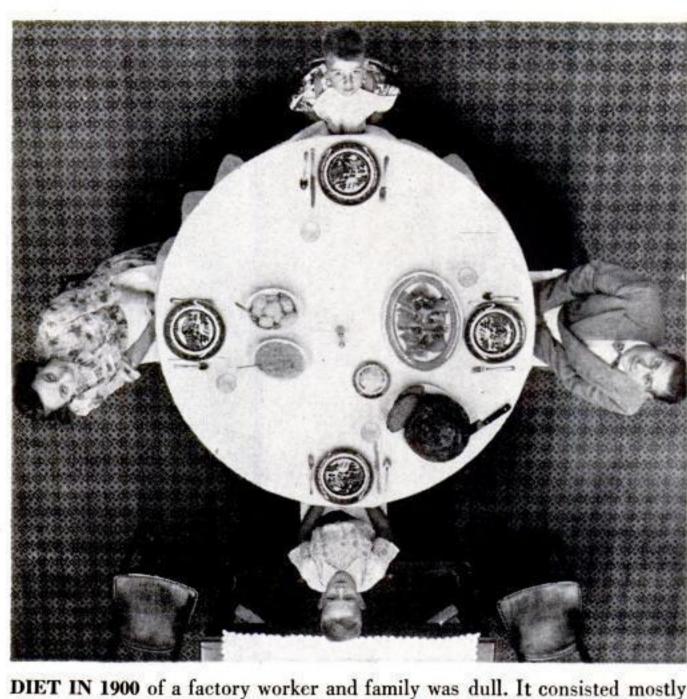
Four men worked 20 hours to assemble this mountain of food. The milk was a problem because the A & P distributor handled milk only in cardboard cartons whereas the photographer insisted on milk in bottles. The distributor finally gave in, rounded up the necessary bottles and filled them from cartons. There are no dummies in the picture. Everything is the real thing and every single container is filled.

### THIS IS CZEKALINSKI GROCERY LIST

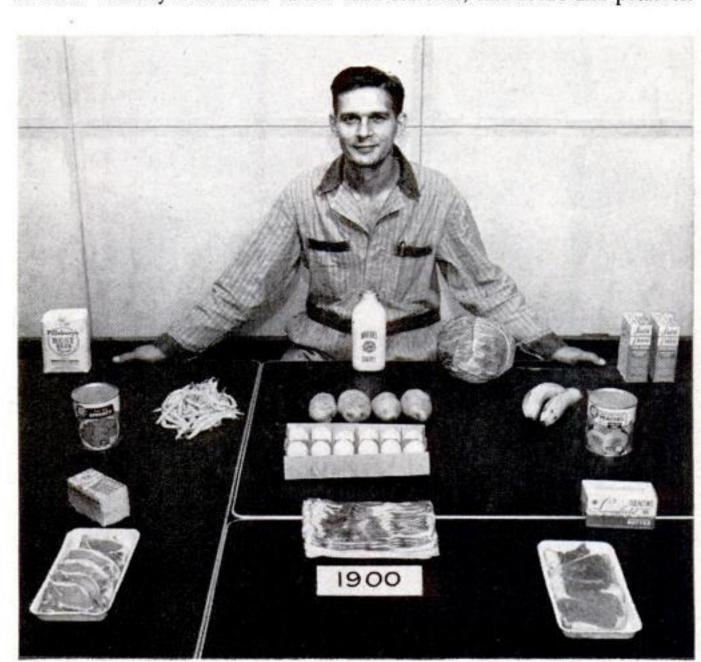
Evaporated milk, 56 cans Cheese, 20 lb. Butter, 56 lb. Margarine, 21 lb. Milk, 698 qts. Peaches, 3 bu. Grapes, 2 boxes Eggs, 131 doz. Apples, 2 crates Oranges, 2 crates Cantaloupes, 1 crate Lemons, 1 crate Watermelons, 2 Plums, 1 box Bananas, 1 stalk Peaches, 20 cans Cherries, 11 cans Frozen corn, 2 cases Frozen orange juice, 48 cans Shortening, 72 lb. Flour, 450 lb. Dried fruit, 8 pkg. Sugar, 350 lb. Pears, 15 cans Bread, 180 loaves Tomatoes, 15 baskets

Potatoes, 690 lb. Beans, 3 baskets Radishes, 1 basket Squash, 1 basket Cucumbers, 1 basket Beets, 3 baskets Ice Cream, 81/2 gal. Lettuce, 2 crates Cauliflower, 1 crate Cabbage, 1 crate Carrots, 1 crate Celery, 1 crate Peas, 1 bu. Onions, 1 sack Orange juice, 11 cans Spinach, 22 cans Sauerkraut, 12 cans Cereal, 48 pkg. Coffee, 39 lb. Tea, 12 lb. Ham, 144 lb. Pork loins, 132 lb. Saddle lamb, 15 lb. Saddle veal, 30 lb. Carp, 25 lb. Salmon, 20 lb. Chickens, 31 Turkeys, 2

Beef, 300 lb.



DIET IN 1900 of a factory worker and family was dull. It consisted mostly of meat-usually smoked or salted-and starches, like bread and potatoes.



IMPROVEMENT IN DIET and rise in standard of living are reflected in amount of food that average Du Pont worker could buy with daily wage in 1900 (above) and what he could buy last year (below). In 1900 an employe made only \$1.39 a day, spent 63% of income for food. Today Czekalinski makes 11 times as much and despite the 259% rise in costs spends 30% of his \$15.36-a-day income for food. His diet has a far greater percentage of vegetables, fresh meat, preserved foods, and because of better diet his children are two to three inches taller than they would have been at the same age in 1900.







### Everything on this page is oh! so good

### and easy to make—WITH BORDENS!



If it's Borden's, it's got to be good!

BUTTERMILK

CHOCOLATE DRINK . COTTAGE CHEESE ICE CREAM . EVAPORATED MILK . HEMO EAGLE BRAND and BORDEN'S CHEESES

The Borden Company

Vol. 31, No. 21

November 19, 1951

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### LIFE'S COVER

These three top ladies of the U.S. stage, which is celebrating a 200th anniversary this year (pp. 110-120), have devoted their lives to acting: they eat, breathe and have even married theater. Husband of Lynn Fontanne (left), of course, is Actor Alfred Lunt. If the Lunts find no new play for this year, they plan to revive a series of their old hits. Katharine Cornell's husband, Guthrie McClintic, has directed nearly all her plays, including revival of *The Constant Wife*, which is scheduled to open on Broadway next month. Helen Hayes (right), who has recently been busy with television dramas, is married to Playwright Charles MacArthur.

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CULVER

118—CULVER—VANDAMM, CULVER (3)—CULVER (2), VANDAMM—RICHARD TUCKER, GEORGE KARGER FROM PIX (2), EILEEN DARBY FROM G.H.

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ABBREVIATIONS: BOT., BOTTOM: CEN., CENTER: . COPYRIGHT: EXC., EXCEPT: LT., LEFT: RT., RIGHT: A.P., ASSOCIATED

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# RCAVICTOR television first 21-inch Super Sets with "Picture Power"!

Clearest "Big-Picture" detail over



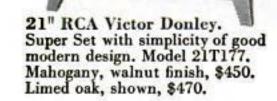
21" RCA Victor Suffolk. Super Set with television's clearest, strongest, big-screen pictures. Colonial-style cabinet in walnut, mahogany finish. Limed oak finish slightly higher. Model 21T176, \$425.

"Stay-put" doors are a standard feature of all RCA Victor Super Sets. There's a built-in antenna in wood cabinet models.



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Tune in the Phil Harris Show, Sundays at 8 p.m. New York time, on NBC\_radio.



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Charles had a secretary and a second second

The bigger the screen, the better
you see the reasons why you need
"Picture Power." Test, compare
with any other set—only RCA Victor
Super Sets have "Picture Power"!

- These 21-inch Super Sets with Picture Power give you the sharpest, most detailed big pictures you've ever seen.
- · You get virtually no interference.
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- These receivers are ADAPTABLE to U.H.F. and color.
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- You get the benefit of RCA Victor's unsurpassed engineering and manufacturing know-how.
- You get a complete choice of beautiful cabinet styles—no extra charge for mahogany finish.
- You get the world's most popular television set.
   More people own RCA Victor than any other make.
  - You get the dependability of RCA Victor Factory Service.

When you buy RCA Victor Television—with RCA Factory Service—you get television's greatest combination. For the best in television service, buy one of RCA Service Company's budget-priced protection plans. The cost—as little as \$7 for a year's protection on your RCA Victor picture tube.

Replace your small-screen set. Now, RCA Victor gives you the kind of big-screen television you've been waiting for. It's the best reason you've ever had for replacing your old small-screen set. Surprisingly easy terms at RCA Victor dealers. Find out today.

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DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO . . . FIRST IN RECORDED MUSIC . . . FIRST IN TELEVISION



Make your set a phono-combination —only \$12.95 including records

Limited time only—you get \$6 worth of RCA Victor 45 rpm albums when you buy an RCA Victor that plays "45" records exclusively. "Victrola" 45 Attachment above—only \$12.95—plugs into TV sets shown—attaches to any AC radio or phonograph too!



JUST AFTER DAWN, NEAR THE MOUTH OF MERRIMACK RIVER IN NORTHERN MASSACHUSETTS, DUCK HUNTERS STEALTHILY PLOD THROUGH THE SALTY MUD

## AMERICA GOES A-HUNTING

Booted and bundled, three men slithered grotesquely through the tidal marshes of Massachusetts last week, breathlessly alert for the whistle of a wingtip. They were after duck, fast, wary blacks or green-winged teal. Their eyes peered straight into cold, gray dawn; their noses sniffed the salty wind and their bodies tensed with the all-consuming excitement of hunting.

Across the broad continent last week 10 million lucky American men (and not a few faithful wives) were seeking the excitement of the favorite U.S. autumn sport. They were gunning for duck in sneak floats off Maine, from camouflaged blinds off Delaware's shore and getting ready to wade the watery woods of Arkansas. In Oregon they were digging pits, setting out decoys and waiting for geese to come in. In the Dakotas their dogs were working snow-sprinkled flatlands, pointing pheasants in the corn and wheat stubble. They were shooting boars in Tennessee, moose in Wyoming, elk in Washington. In Indiana, in the first deer season in 50 years, young men stiffened with buck fever as the quarry came in range.

To arm, equip and clothe themselves and to get to some uncomfortable spot where they might possibly bag their quarry, U.S. hunters would this year spend some \$4 billion. But so far, as the pictures on the following pages show, most of them are getting their money's worth.

### PHEASANTS IN SOUTH DAKOTA



WHIR OF WINGS draws fire of swiveling shotguns as ring-necked pheasants, America's foremost northern game birds, rise from a field near Watertown, S. Dak.

### DUCKS IN MASSACHUSETTS



RISING FROM COVER like an antiaircraft battery, excited hunters aim their guns against the cold

morning sky and blaze away at ducks flying low across the open marshy country near Newburyport, Mass.



FALLEN BIRD is brought to hunter by a Labrador retriever splashing across the flooded marshes.

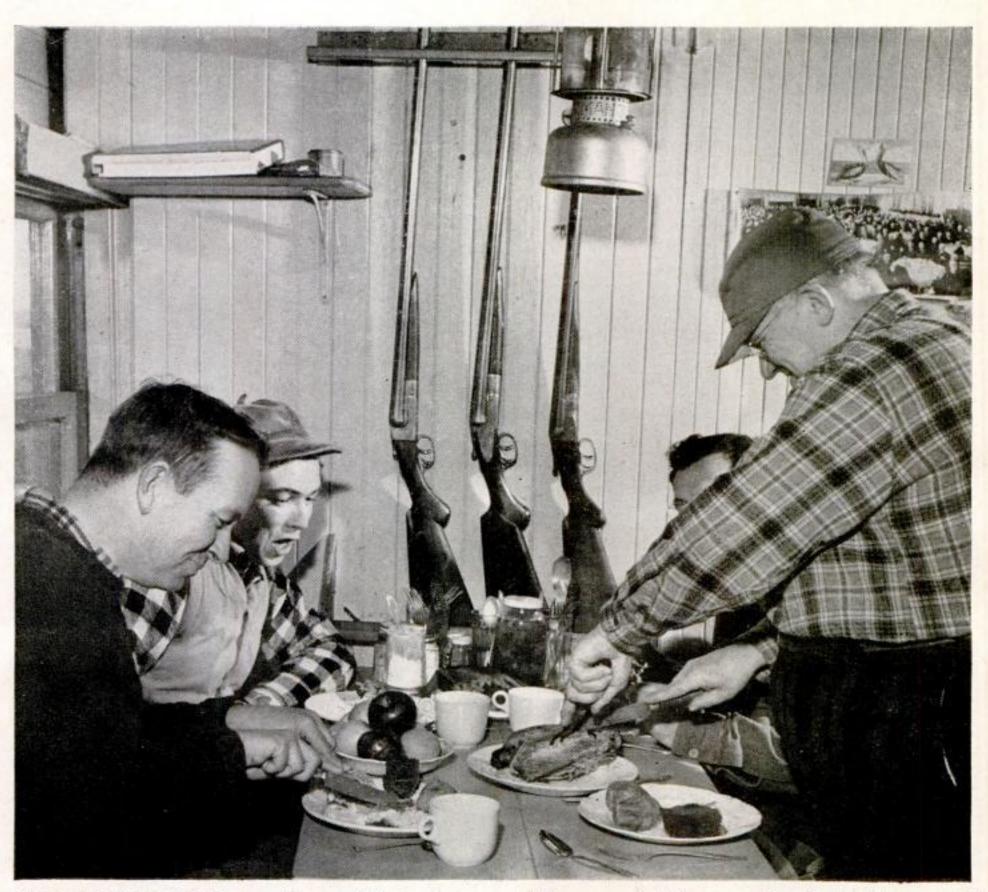


Preferring to run along the ground and taking to the air only as a last resort, the slow-flying pheasant is a relatively easy target. But though millions of them are

killed annually, the population is increasing. South Dakota, traditionally "the pheasant capital of the world," is offering hunters the best shooting in recent years.



The bad weather meant good hunting because the rain and strong winds forced the ducks to fly low.



HUNTERS' REWARD is a dinner of ducks shot that morning. Though hunters consider roast duck a

delicacy, most of them would enjoy hunting even if they never tasted a mouthful or bagged a single bird.

#### GEESE IN SOUTH DAKOTA

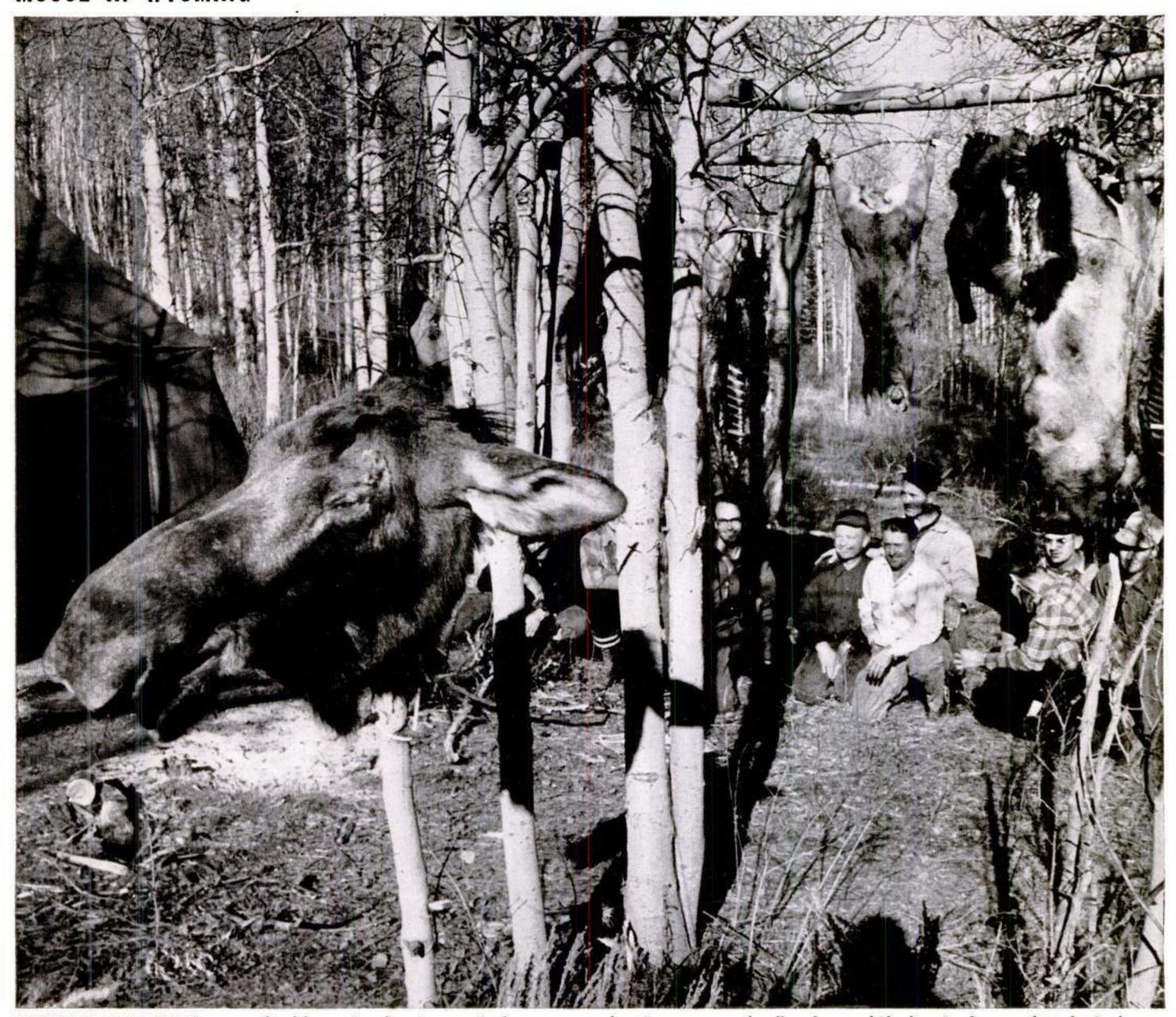


SHOOTING FROM PITS in a harvested oat field near Chamberlain, S. Dak., hunters wait behind their decoys (above), then drop two birds (below), as a flock

honks overhead. As soon as the geese fall to earth, hunters rush out and prop them up with stakes, for dead geese make better decoys than stuffed canvas ones.



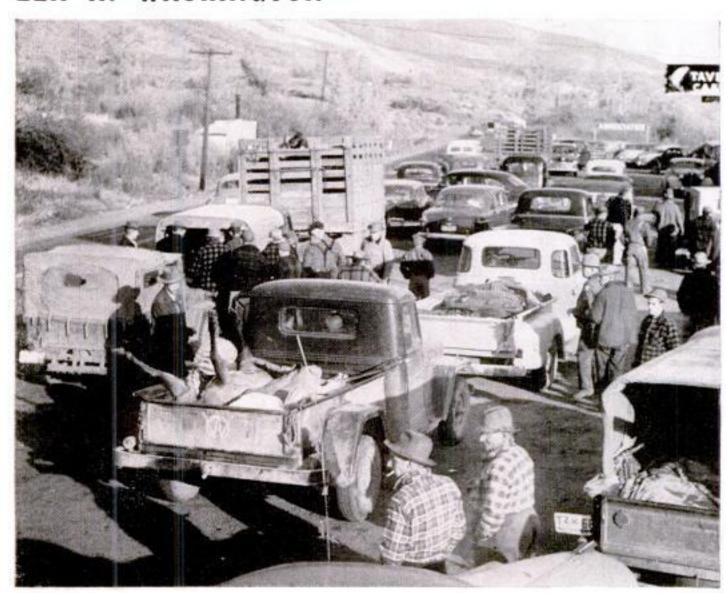
#### MOOSE IN WYOMING



MAMMOTH TROPHY is a moose head decorating a hunting camp in the mountainous country around Jackson, Wyo. Additional trophies of a great Wyoming

hunting season are the elk and moose hides hanging from a pole to dry in the sun (background). State hunting licenses are expected to increase 25% over last year.

#### **ELK IN WASHINGTON**



TRAFFIC JAM, sure proof of successful season, occurs near Yakima, Wash. at the end of the day when hunters return to their pickup trucks with elk carcasses.

#### DEER IN INDIANA



LOADED CARS are seen for first time in Indiana. Deer hunting was banned in 1901, but game is now so plentiful that ban was lifted and some 2,000 were shot.

#### **BOAR IN TENNESSEE**



NIGHT BEFORE HUNT the men hang around and swap stories, sing songs and boast of the boars

they will kill in the morning. After the hunt got under way, poker became favorite nighttime sport.



**OFF TO THE FOREST,** hunters who come from nearby towns in Tennessee leave lodge at 6:30 a.m.

with their rifles under their arms. They will drive part of the way in cars, then hike to their stands.

### A STATE RUNS A HUNT FOR FIERCE BIG GAME

In the rugged mountain country where the Great Smokies touch eastern Tennessee, two dozen hunters assembled to go after the most exotic big-game animal in the U.S., the European boar. Huge, angry animals whose tusks can disembowel a man, the boars had been put there long ago by a wealthy sportsman whose land is now part of the Cherokee National Forest. The hunt, sponsored annually by the state, lasted three days. Early on the first morning the men, on instructions from a state conservation officer, took up their stations in a five-mile stretch of forest. Then the dogs worked through the woods, picked up the scent, and a huge boar tore out of the brush. A hunter dropped it with a single rifle shot. In three days the hunters on these pages bagged three boars which they divided up and carried back to their families. In the whole forest this year hunters killed 35.

BRINGING HOME THE BACON: Jim Atchley (left) and Dr. Ray Atchley who shot the third boar.



## IKE'S VISIT

All well-wishers of General Eisenhower are wondering whether his quick trip home did his presidential chances good or harm. Especially are they speculating about the meaning of the report that Truman offered him

the Democratic nomination.

According to Arthur Krock of the New York Times, Truman told Eisenhower he would support him if he would run as a Democrat, to which offer Ike "strongly implied" his rejection. If this happened it was reportedly not the first Democratic attempt this year to seduce Ike, nor his first refusal.

Why should Truman make such an offer? The first and most obvious explanation is that Truman wants to retire, yet leave another Democratic victory behind him. His party is in rather seedy shape for a big campaign, as last week's local elections showed, especially in New York City and in Democratic Chairman Frank McKinney's home state of Indiana (p. 43). Maybe Truman reasoned that the best thing he could do for his party would be to snag it a new leader

who is also a national hero.

But could Truman have had a more Machiavellian reason to tweak Ike? If Ike had already refused to play Democrat maybe Truman would like to undermine him with the Republicans. To many Republicans the fact that Ike can't or won't say publicly that he is a Republican makes him a very queer candidate. Any rumors of secret palaver with the Democrats, however reluctant on Ike's part, make him seem even queerer, even impossible. Maybe some friend of Truman's was deliberately tarring Ike with a Democratic brush in order to further Truman's own declared craving for Taft's nomination.

Such are some of the speculations in political circles. But, apart from them, there is one odd by-product of the whole affair. Instead of Democratic tar, Truman's alleged gesture seems to have invested Ike with what some tender-minded tyros of politics see as a nonpartisan halo. If both parties want Ike, why shouldn't both parties endorse him? Let Ike take the presidency out of party politics. So some woolly-headed Americans are saying.

Whether they know it or not, such people are expressing an ever-recurrent wish-dream in this republic, the secret yearning for a king. It's a fool dream, but it is also a dangerous symptom of disgust with the two-party system. The best cure for this antipolitical trend is not more nonpartisanship but more sharply drawn party lines and party issues. That is why Taft's nomination might be so good for the country: more voters than usual

would really take sides.

But that's not the last word on Ike's visit. Shortly before he went back to Paris, he spent some time on the phone, with electric results. His political friends are now doubly sure he will run and will conduct a fighting anti-Fair Deal, anti-isolationist campaign. They expect him back to start campaigning some time after the first of the year. Last week the Ike boom was sprouting in clubs, rallies and pamphleteering from New Hampshire to Texas.

For our part, we think Ike's supporters are not wasting their breath; and we think that when he does get around to campaigning, he will sound Republican enough for almost anybody. On that assumption, more good than harm was done by his visit.

#### DISTAFF NEWS

Mrs. Elmer Spear and Mrs. John Gallivan of Middletown, N.Y. ran an ad in the paper last week saying, "We want to thank all voters who did not support our husbands in the election." The reason: the husbands, unsuccessful Democratic candidates for county supervisor and the Blooming Grove town council respectively, will now be able to spend more time at home.

We respectfully call this item to the attention of Bess Truman, who is rumored to feel similarly about the high price of public life.

## BRITAIN WANTS STEEL

The British are in another dangerous economic crisis, but the best immediate cure for it is not, for a change, more U.S. dollars. What the British need and want more than anything else is some of our steel.

Under Charlie Wilson's Controlled Materials Plan the British have been allotted 50,-000 tons of steel from us for this quarter. Starting in January they want five times that much. They say this would revolutionize the

British economic outlook.

Britain's steel industry, both before and since its nationalization, has been producing flat-out. Because of rearmament, all steel users are going back to complete allocation next month. And for various reasons-one of which is Germany's failure to get up the expected quantities of export scrap-Britain's steel industry is starving for raw materials just as its customers are starving for steel. So the British want our 100-million-ton industry to help out their 16-million-ton industry in two ways.

First, we could stop importing steel and iron ore from sources-notably Swedenthat are traditionally Britain's. Our own need for steel is such that we have been importing more than we export, which has made Britain's problem worse. But second, we could guarantee to send Britain enough of our own steel (especially sheet and plate) to make up an extra 800,000 to a million tons. Britain's own factories would then turn this steel not only into arms but into products for export. A million tons would translate into extra earnings for Britain of more than \$500 million next year-net, after paying for the steel. That won't be enough to make Britain solvent but it will sure help.

The British are not asking for a present but just an assured position among our own steel industry's priority customers. That means less steel for American users-temporarily, for by 1953, if nothing worse happens, the British will have enough new ore sources not to need our help any more. So what it amounts to is a friendly rescue party to help Britain

over a rough spot.

This is one crisis, at least, that is mainly attributable to rearmament and not to any of Britain's own mistakes. They're asking for the right to buy steel so they can work their own way back. It's a request we ought to be happy to meet.



#### PEACE PROPOSAL..

Last week at the opening of the 6th U.N. General Assembly in Paris, Secretary of State Acheson (above) made a new U.S. peace proposal based on a Korean armistice, a U.N. census of all weapons and eventual world disarmament.



#### . GIVES ANDREI VISHINSKY A GREAT BIG CYNICAL LAUGH AT THE U.N.

Andrei Vishinsky, the Soviet Foreign Minister, (above) did not think much of Acheson's ideas. He called the U.S. proposals "trifling" and the Atlantic Pact backers "warmongers." The disarmament suggestion, he said, made him laugh.

"I could hardly sleep all night," he chortled, "because I kept laughing." But more likely it was worry that kept Vishinsky awake. The U.S. had begun to take the peace propaganda initiative away from Russia, and many would not

laugh. A stern rebuke came from Australia's R. G. Casey: "... I have been shocked to hear a sincere proposal for disarmament ridiculed. ... Millions of humble people who are yearning for peace will be appalled by such cynicism."



IN PRE-TV DAYS Halley (left) was a counsel to the 1943 Truman Committee, later was chief counsel.



FIRST TV FAME came to Rudy last spring when, at 37, he was chief counsel for Kefauver Committee.

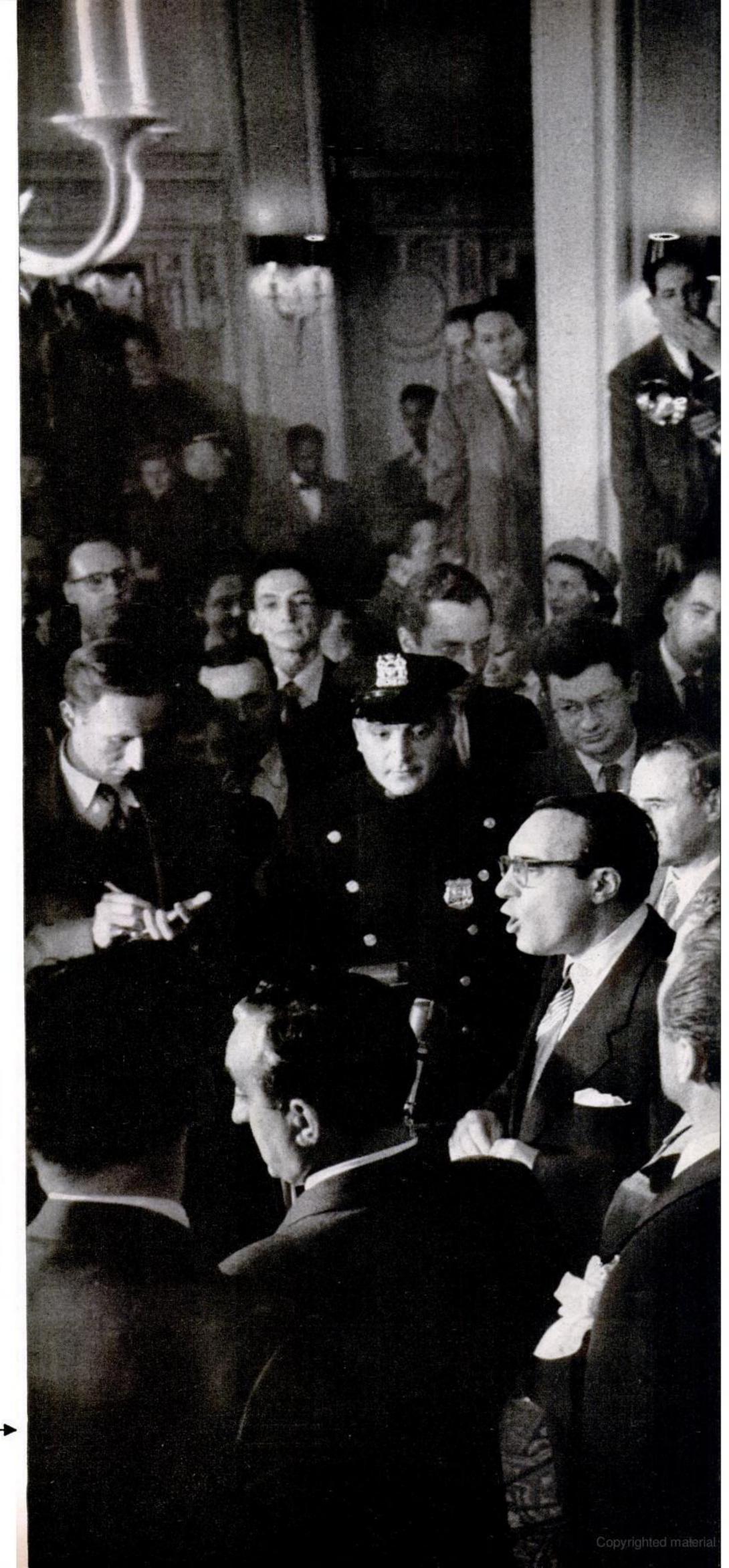


A TV PRO, Halley (left) supervises his own show, called Crime Syndicated, which he will now abandon.



A TV POLITICIAN, Candidate Halley (right) goes on the air before election with two of his opponents.

victorious halley makes winner's speech in headquarters: "It was a victory of the people."







DRESSED AS PURITANS, MEMBERS OF THE NEW BOSTON COMMITTEE GET OUT THE VOTES FOR REFORM

## THE VOTERS MAKE A POINT

#### If they get it, politicians will find honesty the best politics

It was an off-year election, the kind that never settles much. There were some vacancies to be filled, some battles to be fought, but it was not expected anything definite would be proved on a national scale. Then, last week, the ballots were counted and the results caused professional politicians to sit up and whistle. For the ballots proved one thing: whatever a man's politics he had better be honest.

All over the U.S. there was evidence of a real rebellion against crime and corruption as well as a serious revolt against a long-entrenched administration. In Philadelphia, for years known as "comfortable and corrupt," a Democrat put an end to a Republican rule which had lasted since 1884. In Little Rock, Ark., a Republican became mayor for the first time in 60 years. In Boston, on a poster proclaiming Jim Curley as "Capable, Courageous," was added the word "Corrupt." This seemed in line with general feeling, as Curley was defeated by the biggest

plurality in Boston's history. Indianapolis and Fort Wayne, New Jersey and Virginia all made Republican gains. Ohio elected a new Republican congressman. Generally, the Democrats seemed to be getting the worst of the day.

But it was in Democratic New York City that the biggest upset occurred. Running for president of the City Council, a political greenhorn walked off with the job and a huge plurality over the city's machine politicians. Rudolph Halley's platform was simple: he was a crime buster. As counsel for the Kefauver Committee his rasping voice and dead-pan face had been heard and seen on millions of television sets as he confounded crook after crook. As a candidate, Halley set a pattern for the future, campaigning extensively on TV, sitting in on quiz shows, appearing as a guest and even running one of his own. By election his face was so familiar his opponents were forced to take to TV to compete. But they were behind both Halley and the times.



**REPUBLICAN UPSET** put Pratt Remmel (above, with wife) in office as the mayor of Little Rock, Ark.



**DEMOCRATIC UPSET** made Joseph Clark the first Democratic mayor of Philadelphia since 1884.



BRITISH ROAD BLOCK halts Cairo-bound oil trucks. As oil supply shrank, vendors were mobbed.



BRITISH DEBARK from their troopship Empire Medway at Fanara, on the Great Bitter Lake deep

in canal zone. British use this port, over which they have complete control, chiefly in times of trouble.



FERRIED BY AIR from Tripoli, the Coldstream Guards arrive at Fayid to strengthen the 40,000

British troops already in Suez. In 300 trips, RAF flew in 6,000 men, 170 tons of supplies, 330 vehicles.



WOMEN VOLUNTEERS work behind canteen counters, replacing Egyptian employes who fled.

## A STAND AT SUEZ

## British build up defense force as the Egyptians toy with war

From troopships and transport planes, British reinforcements landed last week in the Suez Canal zone, picked up their baggage and headed for barbed-wire-guarded barracks. They had come to help hold the canal in face of Egypt's belligerent demands that they get out and give Egyptians complete control of the strategic waterway. Nearly all the 70,000 Egyptian workers in the zone deserted. The wife of leathery British commander Sir George Erskine bravely broadcast that garrison wives were ready to pitch in. "Even scrub floors," she added.

Both British and Egyptians took positions from which graceful backing down seemed impossible. If a fighting showdown came, Egypt's skimpily armed troops would be no match for the British. But the Young Men's Moslem Association started drilling an amateur army. Young knife-wielders stalked Tommies in the dark, sometimes stole their guns.

The U.S. meanwhile worked against Egyptian intransigency to bring Arab states into a Middle East alliance against Russian aggression. Said a scholarly Egyptian editor to Time-Life Correspondent Jim Bell at a Cairo tea party: "America could effect a solution if she would." Another Egyptian suddenly shouted, "We are going to kill the British in spite of America." The editor said, "It's good you hear him so you can know the voice of the mob."



EGYPTIANS DECAMP from Ismailia as part of labor squeeze on British. Profiteers tripled price of

truck rides, and even then some families squatted 24 hours in the street waiting for transportation.



WEAPONS SEARCH is made of all traffic on road to the key city of Ismailia. Women are not searched but some claim that British struck and robbed them.



SHAM BATTLE is staged by young Egyptians posing as if actually carrying rifles. After mock exercises they go to secret camps for more realistic training.



## MARCH OF DEATH

Now the hooded ghosts of peace walk battered streets of Munich

Across a cobblestone plaza in Munich, where the skeletons of war still stand against the skyline, Death clip-clopped on horseback. Behind him paraded 217 more hooded men, shouldering the crosses of the graveyard. Their "death march" protested not the killings of war but the slaughter of peace: each marcher represented a person killed in Munich traffic last year. The "ghosts" were followed by students and police

bandaged and splinted to portray the injured. West Germany's traffic carnage has risen so rapidly (second quarter of 1951 up 37% over the same period last year) that foreign diplomats complained about the danger of roads "overcrowded with undisciplined German drivers." It was a civic demonstration that Americans would do well to ponder, for next month the U.S. is due to suffer its millionth traffic fatality.

## A 4-MINUTE MAIN DISH that hits the spot!



Crackers

Campbell's Vegetable Soup Here's a real treat! 14 delicious

garden vegetables mingled in homey beef stock! "Almost a meal in itself!"

**Pumpkin Pie** 

Milk

SOUP, SANDWICH AND DESSERT

Chicken Noodle Soup Tender pieces of chicken and egg noodles in a gleaming, golden broth. An old Colonial favorite!

Campbell's

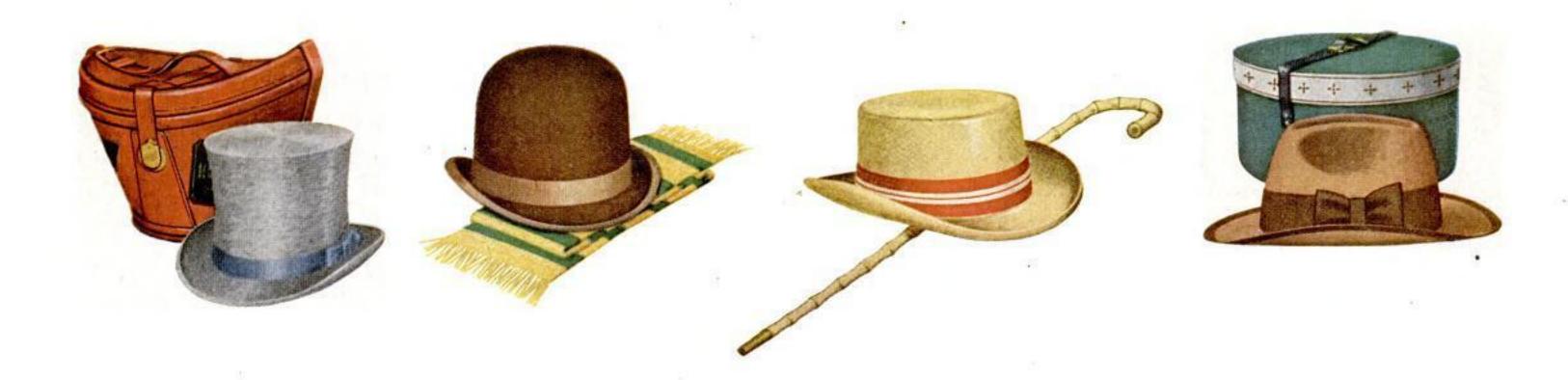
Cheese & Olive Sandwich

Mincemeat Pie

Tea

"My Soup Shelf is a WONDERFUL Help!"

"I try to keep several cans of the family favorites always on hand. That way, I'm ready for any meal-planning. And of course I'm never without Tomato Soup and Cream of Mushroom. I use them so much in my cooking!"



## Hats have been off to Paul Jones for five generations!



So smooth, so mild, so rich and mellow-The finest Paul Jones in five generations!

Paul Jones Since 1865



Frankfort Distillers Corp., N. Y. C. Blended Whiskey, 86 Proof. 721/2% Grain Neutral Spirits.

## PEOPLE

"WELL," SAID FRANKIE,
"WE FINALLY MADE IT."

After two years of alarums and excursions—the Frankie-Follows-Ava-to-Spain odyssey, the epic episode of the Passionate Bullfighter, the long vigil of the Will-Nancy-Divorce-Frank? period, the Frankie-Threatens-Photographer-with-Fisticuffs incident—the headline-shaking romance of Mr. Frank Sinatra and Miss Ava Gardner, both of Los Angeles, Calif., came to a commonplace conclusion last week. The young couple went off and got married in the home of a friend in a suburb of Philadelphia.

It was strictly a private affair, and when reporters and photographers tried to horn in on it

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they were stiffly rebuked by the modest bridegroom. "How did these creeps know where we were?" he said when he saw a batch of them standing in the rain outside. A private photographer named Irving Haberman, and obviously no creep, was, however, brought along, and after the ceremony, when Frankie had joyfully proclaimed, "Well, we finally made it," the photographer put the newlyweds through the classic newlywed paces in front of the wedding cake. LIFE presents a selection of his pictures below as a public service to those seeking pointers on how to face the camera on such occasions.



HUSBAND SMILES SHYLY AT THE CAMERA WHEN BRIDE STROKES HIS CHIN



BOTH SMILE FRUITILY AT THE CAMERA WHILE SHE REACHES UP TO EAR

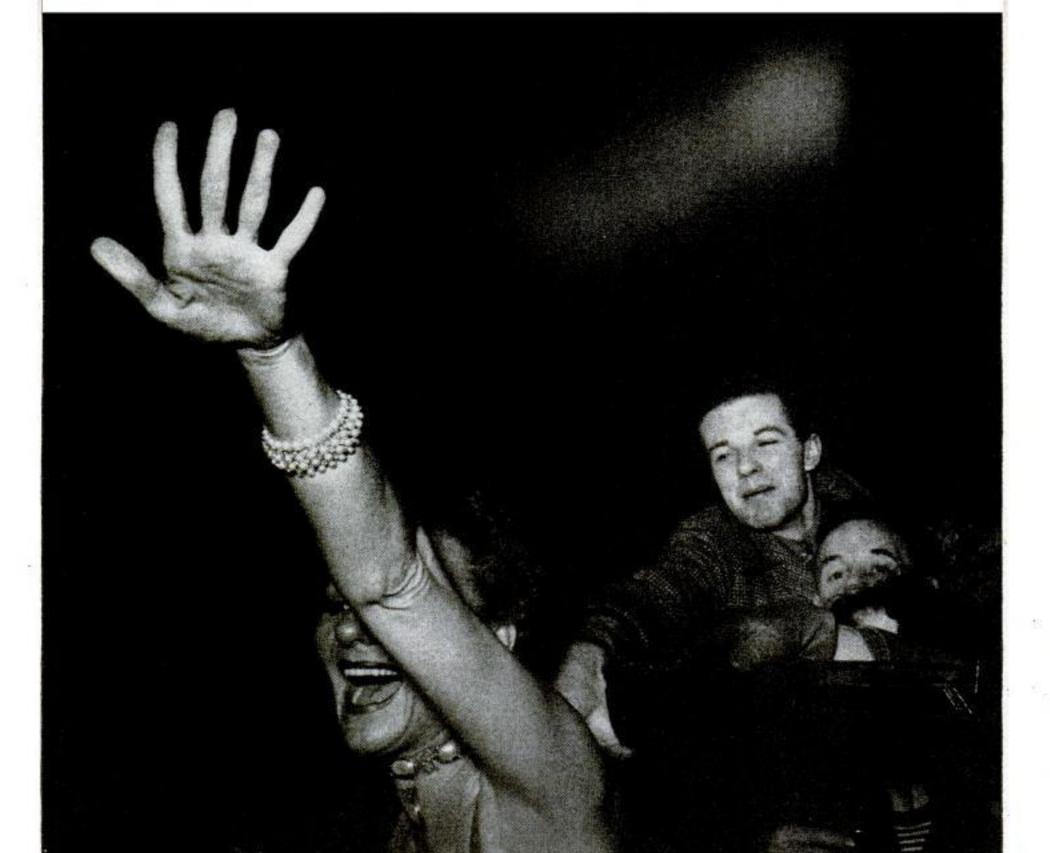


HANDS CLASP WHILE PAIR OF FRIENDLY SMILES ARE DIRECTED OUTWARD



BLISSFUL SMILE FROM THE BRIDE GREETS A HUSBANDLY PECK ON CHEEK

Copyrighted material



ECSTATIC MARTIN waves to the ecstatic crowd from her car after performance. At the party held

afterward at Hotel Savoy she went around saying to all and sundry, "I'm so happy, I just want to die."



#### PEOPLE CONTINUED

## EVENING WITH MARTIN ENCHANTS LONDONERS

They were lining up outside the Drury Lane Theatre for the unreserved seats 30 hours before curtain time. When the celebrities began arriving, a police escort had to make paths through the mob. The London opening of South Pacific was the most eagerly awaited, most ballyhooed first night in the memory of local playgoers.

The authors were afraid that British hopes had been raised too high, but from the moment the curtain went up there was no doubt that the audience was satisfied. It liked the American Wilber Evans as the French planter, loved the Rodgers songs but gave its heart away to Mary Martin who re-created with all her bounce and friendliness the role of Nellie Forbush she had played for two years on Broadway. There were some sour notes in the papers the next morning ("South Soporific" said one critic), but they could not wipe out the memory of Mary Martin's enchanted evening nor stop the flow of advance orders overwhelming the box office.



U.S. AMBASSADOR GIFFORD GOT A JUICY KISS



SO DID ANOTHER ADMIRER, LAURENCE OLIVIER



... AND "NOEL DARLING" COWARD GOT ANOTHER

**EXHAUSTED MARTIN** (*left*) lies back amid the flowers delivered to her dressing room after show. She complained that she didn't have time to look at them, there were so many well-wishers crowding in.

CONTINUED ON PAGE 52



#### LEATHERS

for men, boys; juniors

#### The ARABY

Brown SUPERIOR horsehide leather rayon-lined surcoat with Micro-edgedoubleleathercollar. No. 5429 MEN'S No. 5429L MEN'S Long \$42.50 (2 inches longer in body and sleeves.)

#### The SHETLAND

Brown SUPERIOR horsehide leather knit-bottom blouse with knit cuffs; deep-furred pile Beavertex collar; alpaca pile lining. No. 4213 MEN'S

No. 4256B BOYS'

\$34.95 \$29.95 \$26.25 No. 4256J JUNIORS'

GREATCOATS for men and women

Made of BURLINGTON Leatherneck Gabardine (20% nylon, 80% rayon); contrasting quilted satin lining, interlined and insu-

Fiberglas); GREAT LAKES Mouton collar. The CAMPUS QUEEN for Women No. 9701 \$49.95

lated with SPUN SUN (made of

Colors: ABCDF (See color list.) The NORTHWIND for Men

No. 9474 Regulars Colors: A B C (See color list.) No. 9474L Longs \$49.95 Colors: A B (See color list.) \$49.95 No. 9474S Shorts Colors: A B (See color list.)

QUILTED SURCOATS for men, boys, juniors

#### The ANTARCTICA

Lustrous visible quilted satin twill surcoat with wool interlining; lined with contrasting satin. Deep-furred Beavertex collar; inside knit wrist-warmers. Leather belt and leather trimmed pockets.

No. 8310 MEN'S \$19,95 No. 8310B BOYS' Colors: A H (See color list.)

\$17.50 No. 8310J JUNIORS' Colors: A H (See color list.)

(Optional: Antarctica models without leather trim.)

THREE-QUARTER LENGTH COATS for boys and juniors

#### The KAYAK

REEVES cotton gabardine doublebreasted coat lined with contrasting quilted satin, interlined and insulated with SPUN SUN (made of Fiberglas); Deep-furred pile Beavertex collar; Tulength cuffs with inside knit wristwarmers; two warm pockets. Here's the perfect coat for school and all outdoor play this winter. Warm, good-looking, too!

No. 8540B BOYS' \$27.50 Colors: B C D E (See color list.) No. 8540J JUNIORS' \$24.95

Colors: D E (See color list.)

SPUN-SUN LINED SURCOATS for men, boys, juniors

#### The STORMY PETREL

REEVES Combed Cotton Gabardine Surcoat lined with contrasting quilted satin. Interlined and insulated with SPUN SUN (made of Fiberglas). Deep-furred pile Beavertex collar, Boys' and Juniors' with Tulength cuffs; inside knit wrist-warmers.

No. 8400 MEN'S Colors: ABCDFG (See color list.) No. 8400L MEN'S long \$27.50 Colors: A B C F (See color list,) No. 8400B BOYS' \$22.50 Colors: BCDEG (See color list.) No. 8400J JUNIORS' \$19.95 Colors: BCDEG (See color list.)

#### The SEAFARER

(Men's Regular Only Not Illustrated) Exactly like the STORMY PETREL except this model has a self (cloth)

No. 8401 \$23.75 Colors: ABDFG (See color list.)

#### MILIUM-LINED SURCOATS for men, boys, juniors

#### The MILMONT

Milium-lined surcoat of BUR-**UNGTON** Leatherneck Gabardine (20% nylon, 80% rayon). The metalized Milium satin lining works like the insulation of a house. It provides extra warmth without extra weight.

No. 8003 MEN'S Only \$24.95 Colors: A B C F (See color list.)

#### The MILPORT

(Not Illustrated)

Exactly like the MILMONT with these additions: The Milium lining is quilted, interlined and insulated with wool; GREAT LAKES Mouton Collar; inside knit wrist-warmers. Boys' and Juniors' cuffs are Tulength. Plaid bottom facing with extra stowaway pocket. No. 8008 MEN'S Colors: ABCDF (See color list.) No. 8008B BOYS' \$24.95

Colors: B C D E (See color list.) No. 8008J JUNIORS' \$22.50 Colors: B C D E (See color list.)

## CHOOSE YOUR WARM, STYLISH Winter COats for the whole family from this page!

Here's a whole pageful of top-styled, genuine Albert-Richard coats jam-packed with warmth and all-weather comfort for every man, woman, boy and junior in your family! These are the most popular numbers in our All-Star Lineup-every one a tremendous value.

You've always wanted a real Albert-Richard coat-now is the time to select your favorite styles right from this page. Thousands of leading dealers across America feature the Albert-Richard line-see our dealer in your locality now while his stocks are complete. If you don't know his name, we will furnish it upon request-or, if no dealer is near, you can order direct from us, using the coupon. Study this page, make your selections today, be ready for the cold days just ahead!

#### SIZE AND COLOR INFORMATION

#### COLOR LIST

A. Grey F. Sage green B. Taupe G. Maroon H. Maple C. Navy

D. Dark green J. Hunter green E. Brown

#### SIZES

Men's......36 thru 48 Women's . . . . . 10 thru 20 Boys' . . . . . . . . . 12 thru 20 Juniors'.... 4 thru 12

#### Great Materials in Great Outerwear

Burlington Mills' Leatherneck Reeves Bros.' Gabardine Milium by Deering Milliken Front quarter horsehide by Superior Tanning Co.

Mouton by Great Lakes Beavertex by Shelton Looms

Tempwin satin linings by Charles W. Carvin Co.

All fabrics are water repellent. All surcoats have Tuway zipper. Tulength cuffs for boys and juniors are easily extended for the growing boy.

If not available at your dealer's, use this coupon to order direct from factory. Identify styles you want by entering style numbers in first column. Be sure to state sizes and colors. We pay delivery charges.

COMPLETE SATISFACTION GUARANTEED OR YOUR MONEY BACK!

#### ALBERT-RICHARD, DEPT. L, MILWAUKEE 4, WIS.

Enclosed find \$\_\_\_\_\_\_for which please send me the Albert-Richard coat(s) listed below: (Check or money order)

Style No.	Size	Color	Price
		9	

Please do us a favor by giving us the name of your dealer:

Albert-Richard

ACTION-FIT SPORTS OUTERWEAR

Sold by thousands of better dealers from coast to coast

A Division of Fried, Ostermann Co. Name. Please Print Street Zone\_ State.

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MRS. WILLIAM K. CLOUD

Sister of Staff Sgt. Daniel Oldewage of Santa Ana, Calif. holds the picture which told her that her brother (extreme right) was still safe.

## NEWSPAPER PHOTOGRAPHS MAKE KIN OF GIS HAPPY

Some photographs in newspapers throughout the U.S. last week brought unexpected happiness to the people on this page. The pictures were of U.N. prisoners of war, taken by a Hungarian correspondent at a North Korean prisoner-of-war camp last month and handed to Allied newsmen at the Panmunjom truce negotiations. The photographs bore inaccurate captions—names were misspelled, home towns were located incorrectly—but the men in them were quickly identified by eager families who had been waiting for any word since they learned their loved ones were missing in action. The congratulations from friends and relatives pouring in, the prayers of thanks said and the really big worry over, the families could indulge in the luxury of smaller worries. Said one mother, dubiously studying a picture that appeared in the newspaper: "I only hope he's warm enough."



MRS. CLIFFORD ALLEN

Wife of Major Allen received word that her husband was missing since Dec. 1, 1950 but all these months had no idea if he was still alive.



MRS. WILLIAM HANNEMANN JR.

Wife of B-29 gunner, Sergeant Hannemann, holds 17-month-old son William III and rejoices in Chicago home of her husband's parents. "He looks a little thinner," Sergeant Hannemann's mother admitted, "but then he never was much of an eater."



THE CARL MASAROVICS

Godparents of Pvt. Alois Prokop and their daughter Mrs. Dorothea Dudas of Carteret, N.J. gather in kitchen around portrait of Alois. Masarovics took care of Alois when he and his brother came to the U.S. from Czechoslovakia in 1947.



THE LLOYD NICHOLSES

Uncle, aunt, two cousins of Cpl. Marvin King got good news in Warren County, Iowa farm home into which they took Marvin after the boy's father died 11 years ago. Nichols only learned of Marvin's promotion to corporal after he was missing.



MRS. PAUL LILES AND SONS

Wife of Major Liles, a Regular Army officer since 1941, shows his picture to sons Donald, 3, and Paul, 5. Mrs. Liles had had earlier reports that her husband was alive from newspapermen who had been allowed to visit North Korean PW camps.



So beautiful — so wanted — four Community\* patterns for a lifetime of happy living. No waiting for "place settings." Services for 8 as low as \$55.75.



Exciting! New! 1952 Holiday by Chris-Craft—twotone Philippine Mahogany with wide beam, big cockpit, continuous-flare sides. In 23 (left) and 19-ft. lengths, speeds to 37 m.p.h. Also, new 17, 18 and 22-ft. Sportsmen for 1952.

NEW for 52!

Whatever your boating pleasures, you'll find a new Chris-Craft to meet them exactly in this beautiful, finer-than-ever 1952 Fleet! Many Chris-Craft cost no more to own and operate than your automobile. Runabouts, Sportsmen, Express Cruisers, Cruisers and Motor Yachts-16 thru 62 ft.! Boat Kits-8 thru 31 ft.! Marine Engines-60 thru 160 h.p.! Outboard Motors-51/2 and 10 h.p.! See your friendly Chris-Craft Dealer today or mail coupon for FREE data. Buy your new 1952 Chris-Craft NOW!





Get away and play!

# Command a CHRIS



Magnificent, new 54 and 62-ft. Motor Yachts. Above. 62-ft. \$120,000 Queen of the 1952 Chris-Craft Fleet! Luxurious extended-cruising accommodations for 13. Twin or triple Chris-Craft or Diesel engines, speeds to 20 m.p.h.



Enjoy low-cost cruising with this 22-ft. Express! Cabin has galley shelves, 2 berths. Speeds to 31 m.p.h. Other new 1952 Chris-Craft Express Cruisers, 24 thru 42 ft. Buy now!



Hi there, Skipper! Join the fun! Take

your pick of these beautiful Chris-

Craft and command your own now!

It's the 50-ft. Catalina's new Sun Deck. Here you'll find room galore to while away carefree hours in sunshine and fresh air!



Riviera Runabouts in 20 (above) and 18-ft. lengths. Striking two-tone finish, luxurious cockpit for 6. Thrilling speeds to 40 m.p.h. Also, new 17 and 19-ft. Runabouts for 1952.



Beautiful, new 50-ft. Catalina with Super De Luxe Sun Deck. Gracious accommodations for 10. Twin or triple engines, speeds to 25 m.p.h. Other 1952 Cruisers, 25 thru 50 ft.



Chris-Craft interior styling leaves nothing to be desired! Here's the lavishly appointed salon of the stately 62-ft. Motor Yacht. Luxury afloat!

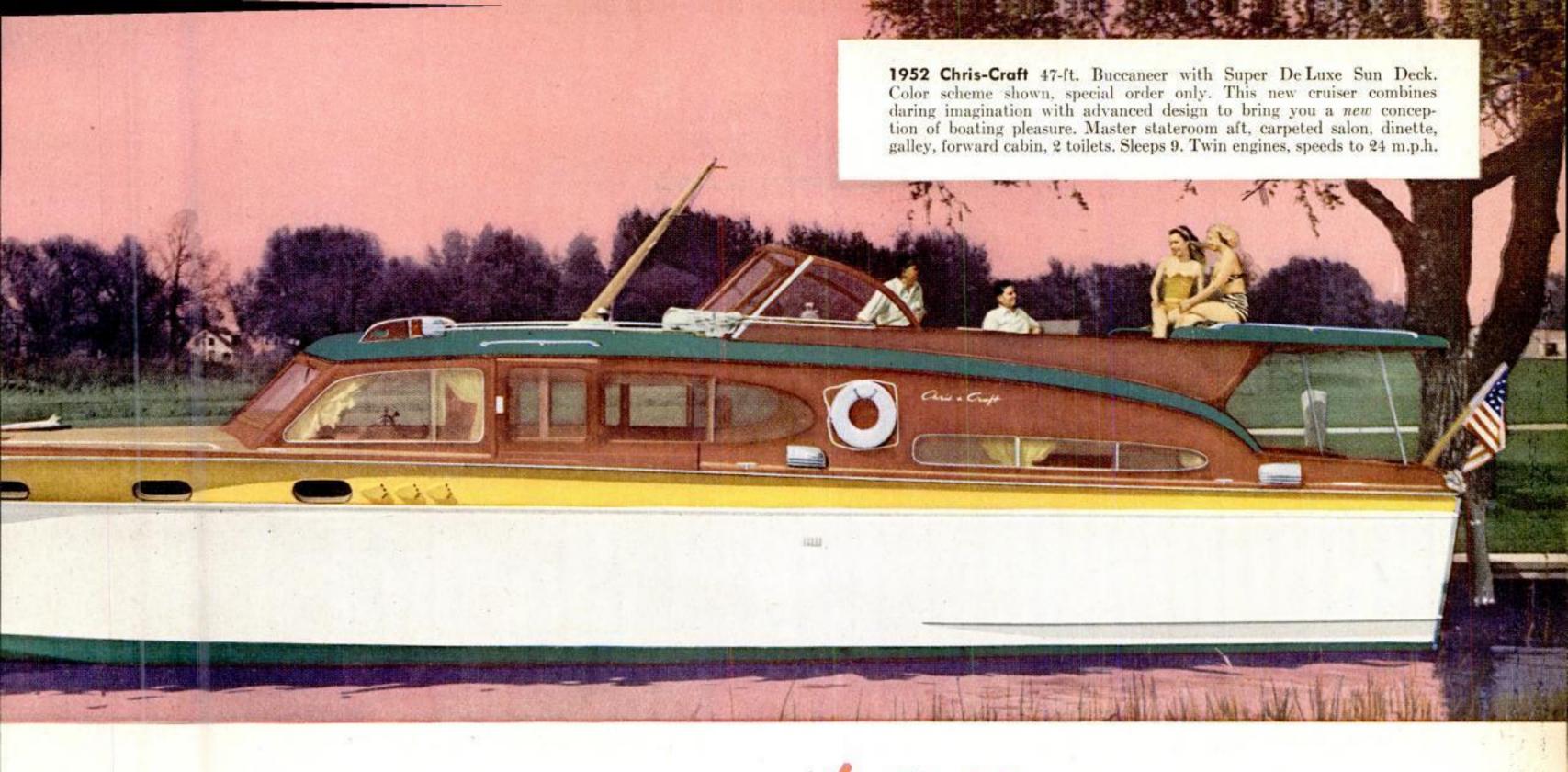


No matter which Chris-Craft you choose, you can take pride in knowing that your Chris-Craft is the finest boat of its kind money can buy! Above, picnicking on a 27-footer.





Refreshment time aboard the 42-ft. Commander. The purchase of a new Chris-Craft is an investment in health, fun and relaxation. Command a 1952 Chris-Craft now!



# GRAFT

# for as little as 42 FULL PRICE and in every price class up to \$120,450



Take the wheel of this new 34-ft. Commander for the time of your life! Forward stateroom, dinette, galley, toilet. Sleeps 6. Twin engines, speeds to 30 m.p.h.



Assemble a new Chris-Craft Boat Kit! Easy! Save 1/2 or more! Above, 8-ft, Pram Kit Boat, Kit only \$42. Also Sail Kit. Buy your kit NOW!



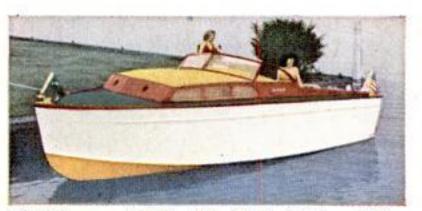
Speedy 14-ft. De Luxe Runabout Kit Boat. Kit (shown below), \$162. Also, 12-ft. Runabout, 14-ft. Skiff, 21 and 31-ft. Express Cruiser Kits.



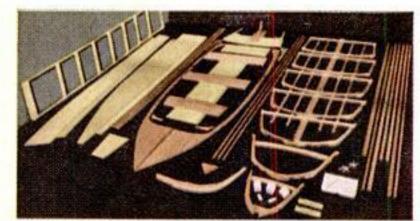
Dashing, new 31-ft. Express Cruiser. Dinette, galley, toilet. Sleeps 4. Single or twin engines, speeds to 32 m.p.h. Like all Chris-Craft, a great buy!



Korina-paneled stateroom of the majestic Sixty-Two. Utmost consideration for your comfort and convenience is inherent in the design of every Chris-Craft.



\$595 buys a kit for this 18-ft. Outboard Express! 18-ft. kit, assembled and painted, \$895. Also, kit for 21-ft. Sportsman.



Kits include precut Philippine Mahogany parts, Fir marine-plywood panels; brass screws; seam compound; illustrated assembly instructions.



CHRIS-CRAFT MARINE ENGINES built by Chris-Craft-60 thru 160 h.p.reduction drives, opposite rotation most models. Your best marine-engine buy for any marine use!



THE CHOICE

OF EXPERTS

CLOCK 'EM

## CHRIS-CRAFT CORPORATION, ALGONAC, MICH.

WORLD'S LARGEST BUILDERS OF MOTOR BOATS (Prices quoted f.o.b, factory, subject to change without notice.)

CHKIS-C	KAFI	CORPORATION, A	igonac, Mic	" FREE!
Send me	FREE	literature on:		
		Motor Boats		Marine Engines
		Boat Kits		Outboard Motors
Name				
Address				

City\_\_\_\_\_State\_

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OVEN CROQUETTES-Hunt Style

Of all the easy ways to make old-fashioned croquettes - this is it! It's easy because you don't have the bother of deep-fat frying. You save money, too . . . using mostly leftovers.

And your Hunt's Tomato Sauce costs only a few cents a can. Really! Only a few cents! But Hunt's makes the difference between ordinary croquettes and these deliciously new oven-baked beauties. What a recipe! . . .

- 2 cups diced, leftover lean beef, lamb, veal, chicken or turkey
- 1 small green pepper 1 medium onion

Grind those ingredients together. Then add:

- 34 cup fine dry bread crumbs
- 2 teaspoons salt 1 egg, well beaten
- 1 can HUNT'S TOMATO SAUCE

Mix well and form into 8 cakes or croquettes. Then mix the following sauce:

- 1 can HUNT'S TOMATO SAUCE
- 1/2 cup water 1/2 cup leftover gravy
- 1 teaspoon horseradish

Pour this sauce into shallow, greased baking dish. Brush the croquettes with melted fat and set them in the sauce. Bake in hot oven (400°) 20 to 25 minutes, basting with sauce after 15 minutes.

This makes a main dish for you and three other people. Serve it with Hunt's Whole Kernel Corn.



The Kettle-simmered Cooking Sauce

Try Hunt's Tomato Sauce in your own favorite recipes that call for cooking with tomatoes. Hunt's is the kettle-simmered tomato sauce, all tomato, plus fine spices and seasonings. It's so good - it's the largest-selling tomato sauce in America. Cost? Only a few cents a can!

For breakfast or dessert -



**Hunt's Heavenly Peaches** 

Hunt-for the best

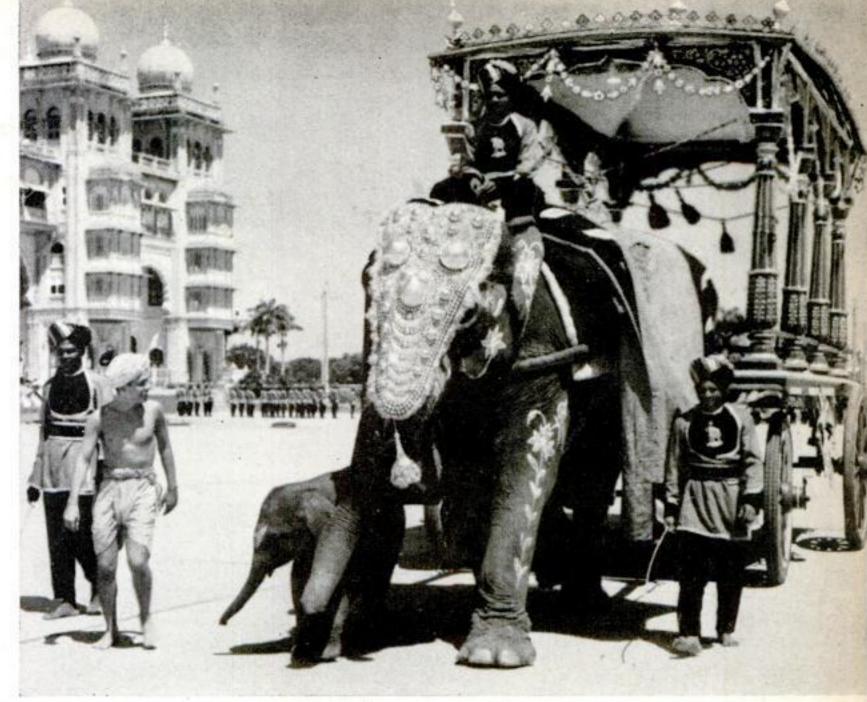
Hunt Foods, Inc., Fullerton, Calif.

## MAKING NEW FRIENDS

#### Newly arrived baby elephant finds U.S. trying

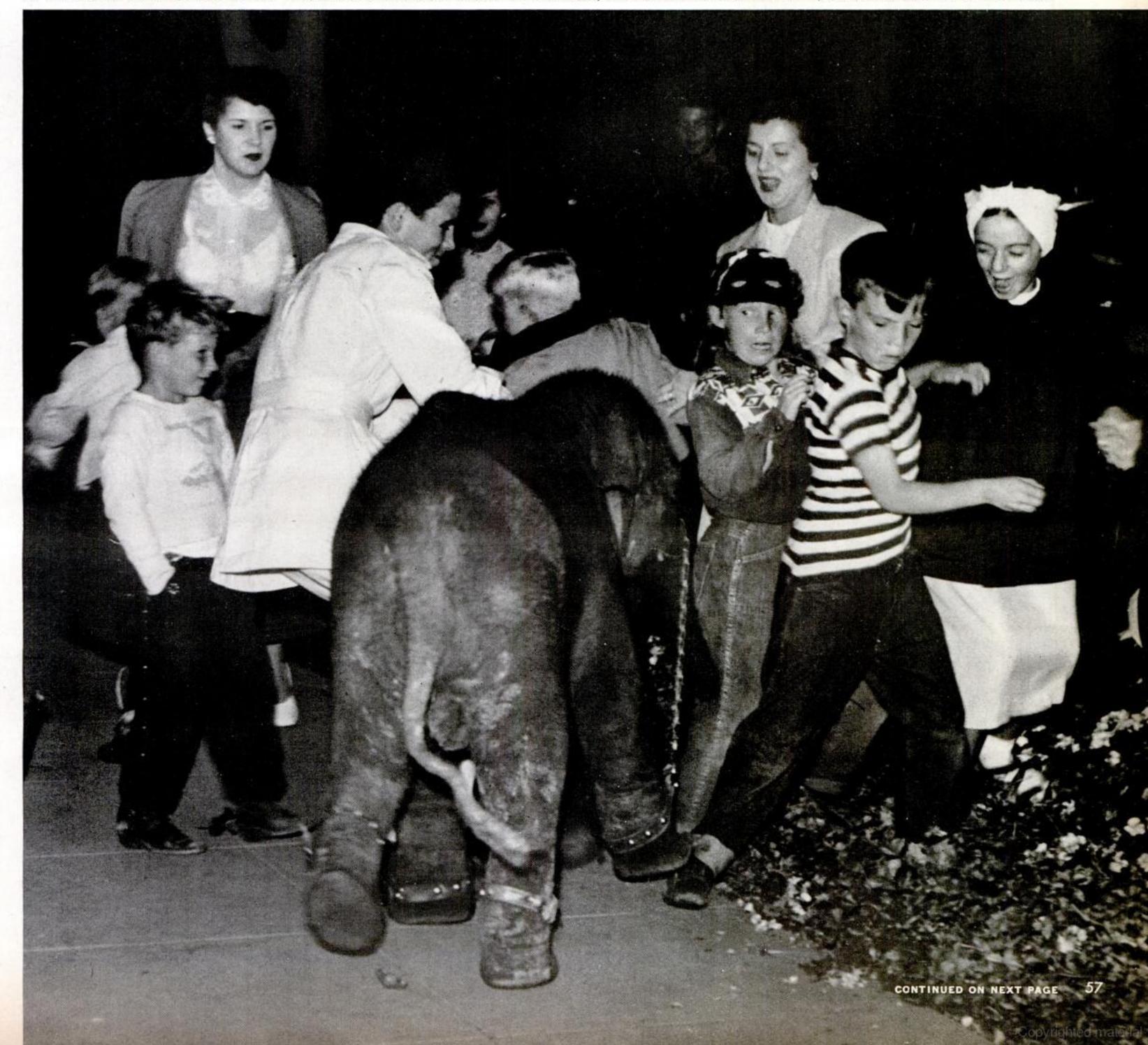
For a boy of 16 a lot of things have happened to Joe Mazzuca. One is that his plain, honest Italian name has been changed to the more elegant Nino Marcel so he can play the part of an Indian boy named Gunga Ram on a television show run by a man named "Smilin' Ed" McConnell. For another, members of the television company, including Joe, went to India three months ago to make background shots. While in Mysore, Joe met the maharaja, an extremely well-to-do ruler who came to like Jee and took him tiger hunting. When the company left, the maharaja took Joe down to his stables and asked him to pick out a baby elephant as a parting gift. Joe looked them over and selected a 2-month-old elephant named Tusker.

This month the TV company and elephant flew home to Los Angeles and Joe introduced Tusker to his new home, the Mazzuca garage. The first night Tusker broke a window and pushed his trunk through the screen door, evidently piqued at being treated like a sedan. Nor did he like the U.S. habit of gaping at elephants (below). But Joe, who can control him, is confident that in a year Tusker will be the biggest thing in television.



IN MYSORE Tusker, Tusker's bejeweled mother and future owner (in breechclout) paraded through streets during celebration of the Dasara, a religious feast.

AT THE MAZZUCA HOME, TUSKER WENT THROUGH HIS PACES FOR ASSEMBLED CHILDREN, THEN SUDDENLY CHARGED THEM, DAMAGING ONLY A GERANIUM BED

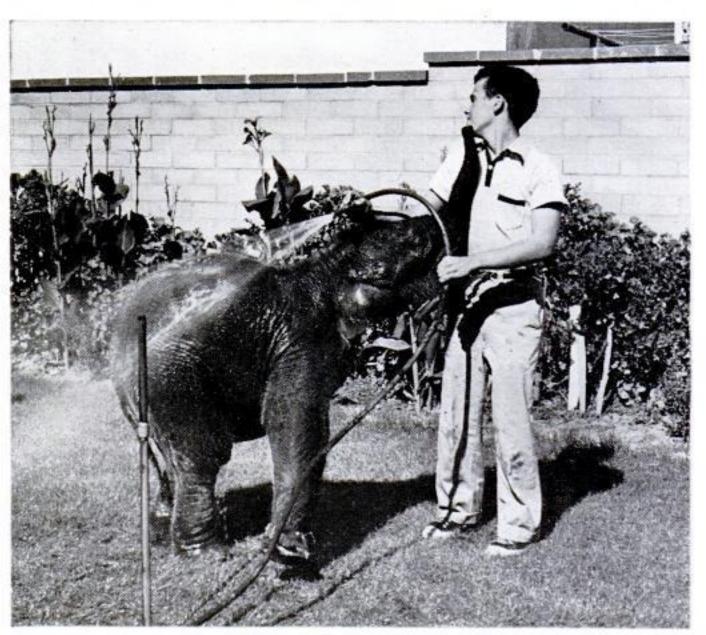




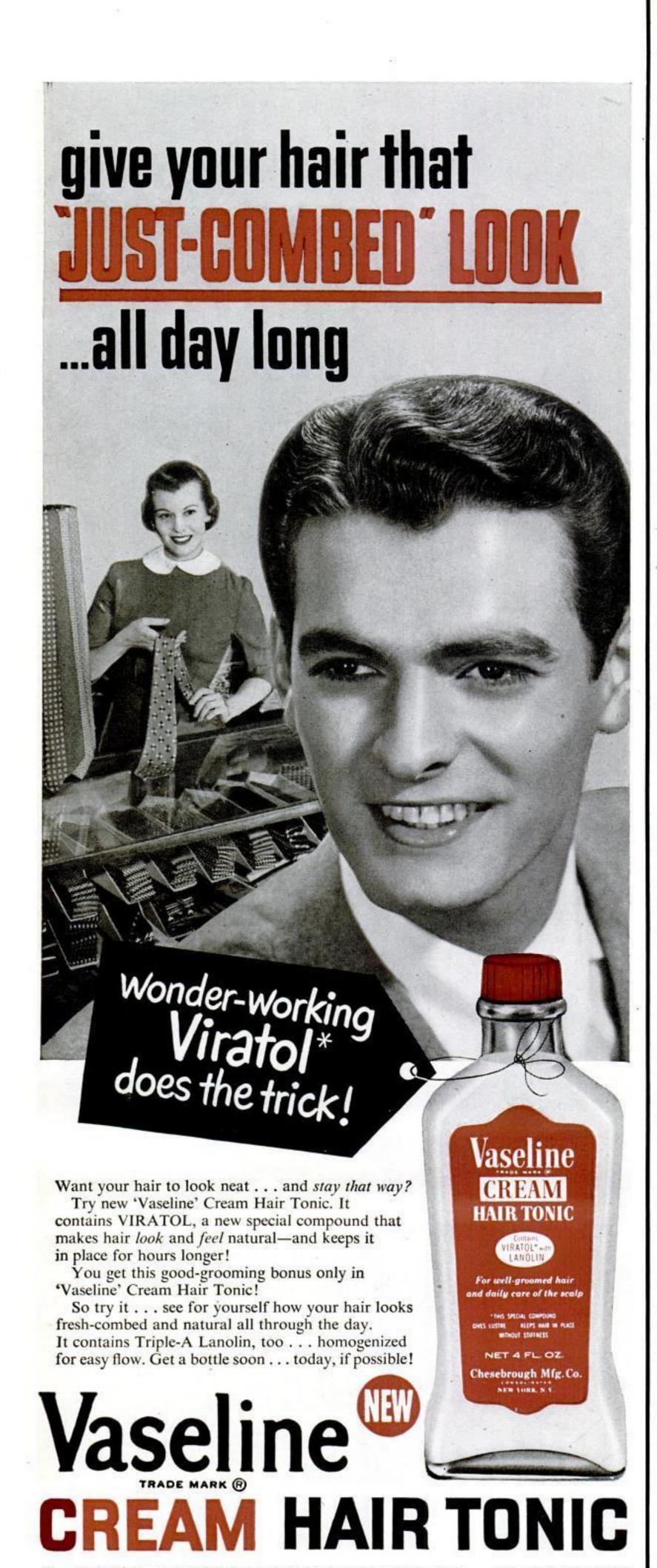
IN THE GARAGE, which had been used for storage, papers were spread as a preventive measure. Joe hopes the neighbors won't complain about Tusker.



NEIGHBORLY ADVICE on the care of elephants is given Joe by neighbor Richard Blackhurst. Tusker weighs 300 pounds and stands 38 inches high.



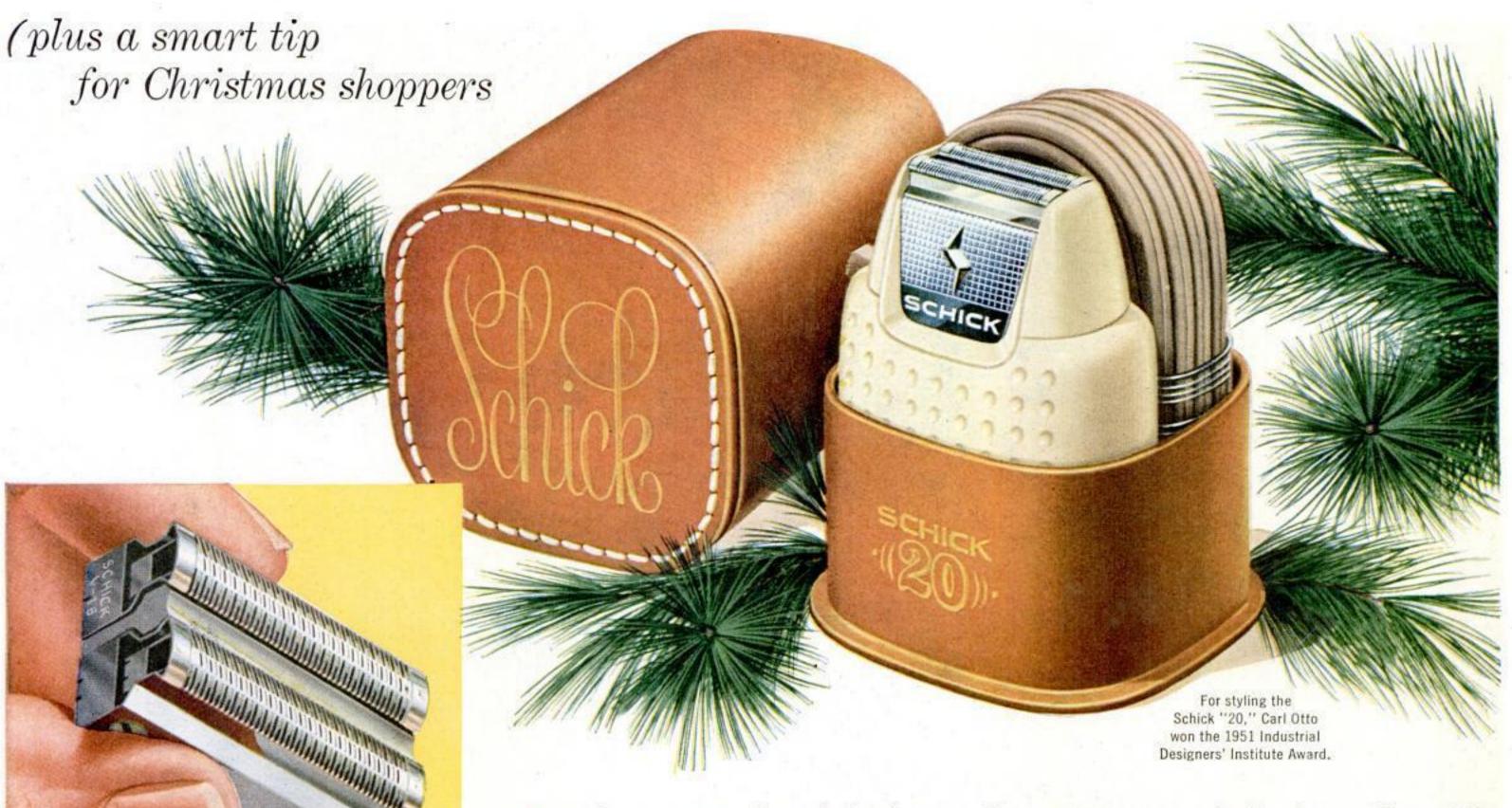
HIS FIRST U.S. BATH is given Tusker by master. The Mazzucas feed him vitamins and milk, piping it from an enameled pan to his mouth through a tube.



\* A special compound (with lanolin) that helps keep hair in place . . . gives it natural lustre.

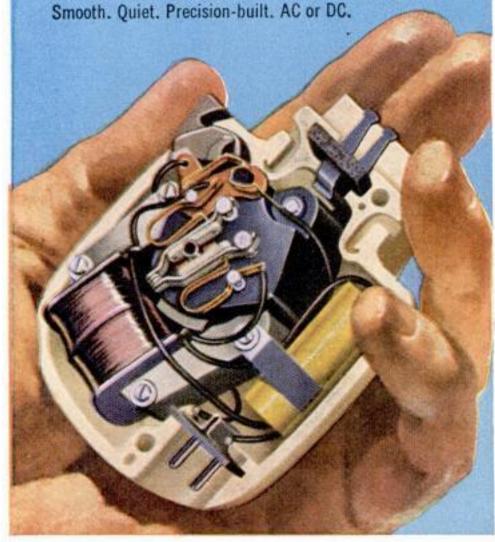
VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd

## Here's the Smartest Shaver that never smarted a face



Schick's Hi-Velocity Heads—each individually microscoped to insure precision fit between inner and outer cutters for closer shaves. Exclusive Schick design. Precision-made. Sharpened and honed. Comb edges guide whiskers into slots. Curved interceptor bars pick up stubble.

Schick's Real Rotary Motor—the mightiest motor of its size—most powerful Schick ever built. Performance checked on the world's smallest dynamometer.



LOOK for a moment beyond the beauty of this Schick "20."

True, it's as smart an accessory as ever came a Beau Brummel's way. Light as a whip—balanced like a fine gun—sits in its handsome Caddie Case that also serves as a handy holder.

But—beyond all this—there's a wealth of precision engineering that makes the Schick "20" the finest shaving instrument of all time.

Take its exclusive Hi-Velocity Heads. The inner cutters are swaged to make them self-sharpening, to give you constant skin-close shaving. The heads are weighted where extra weight counts for easy skin-line shaves. And—every head is microscoped to insure precision fit.

Take Schick's real rotary motor—the mightiest power plant of its size. Its shafts are tripleground to tolerances that rate with those in mighty aviation engines. And—the motor is checked on the world's smallest dynamometer at 8500 r.p.m., double the speed at which automotive power is rated.

Then finally, take such exclusive Schick features as these: the handy Stop-Start Button that snaps the motor into action; the big Whisk-Its that catch all beard clippings.

You'll know one thing on your first shave — no device, no method, can touch a Schick "20" for speed, ease and closeness.

The "20" awaits you at a nearby dealer's—Caddie Case and all.

Note to gift-hunters. That same dealer—or any of the Schick Electric Shaver Shops in all principal cities—will be glad to gift-wrap a Schick for Christmas. And remember—you can't go wrong choosing the shaver used by more men than any other!

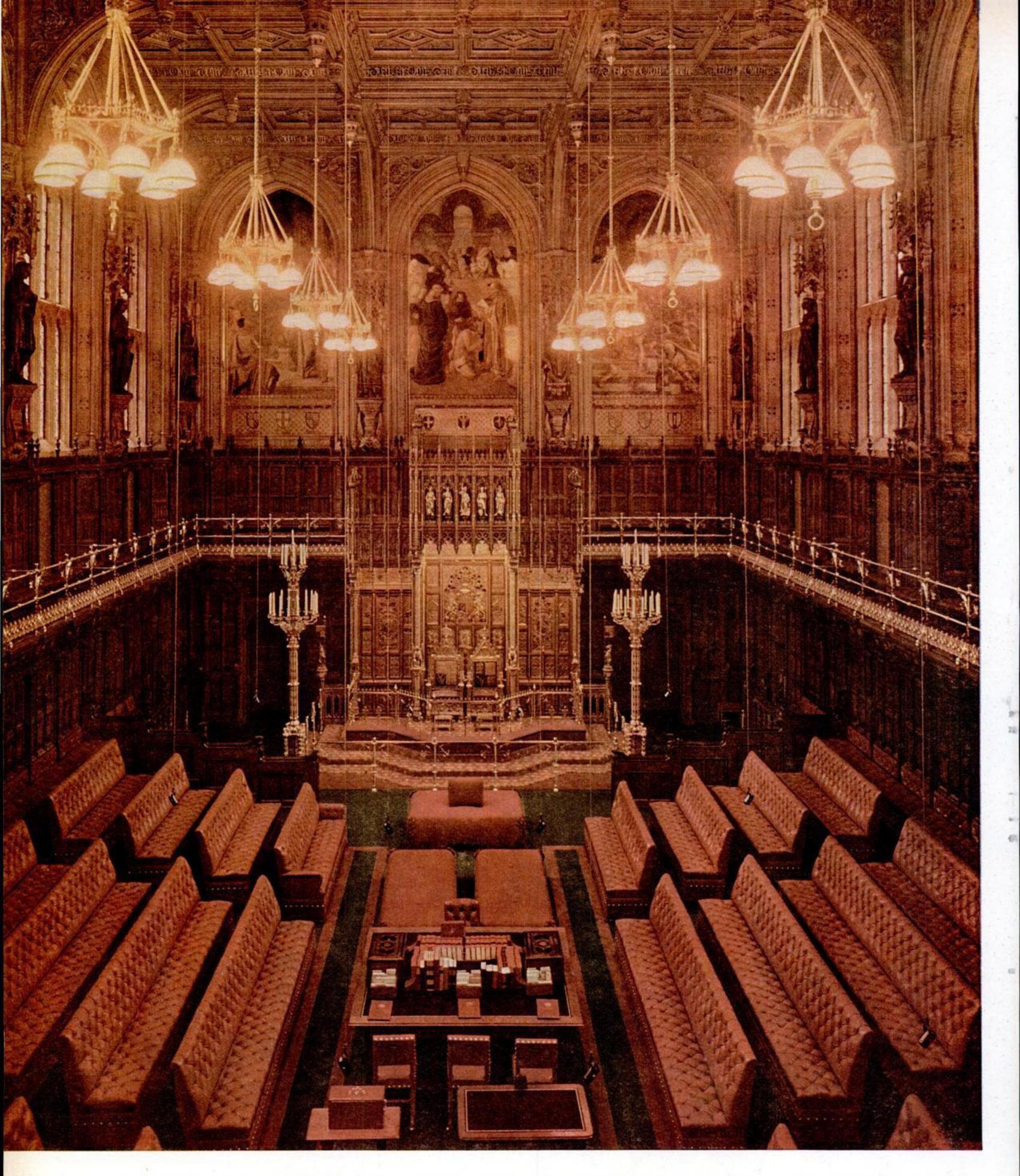
Schick Incorporated, Stamford, Conn.

Schick "20" \$24.50 - Schick Super \$22.50 - Schick Colonel \$17.50

Schick 20"

MORE MEN USE SCHICK ELECTRIC SHAVERS
THAN ANY OTHER MAKE

See Rudolph Halley in "Crime Syndicated," Schick's Big New Weekly TV Show -- better-built for closer shaves



## LORDS' PRIDE

British peers get new quarters, rich, glittery and disinfected

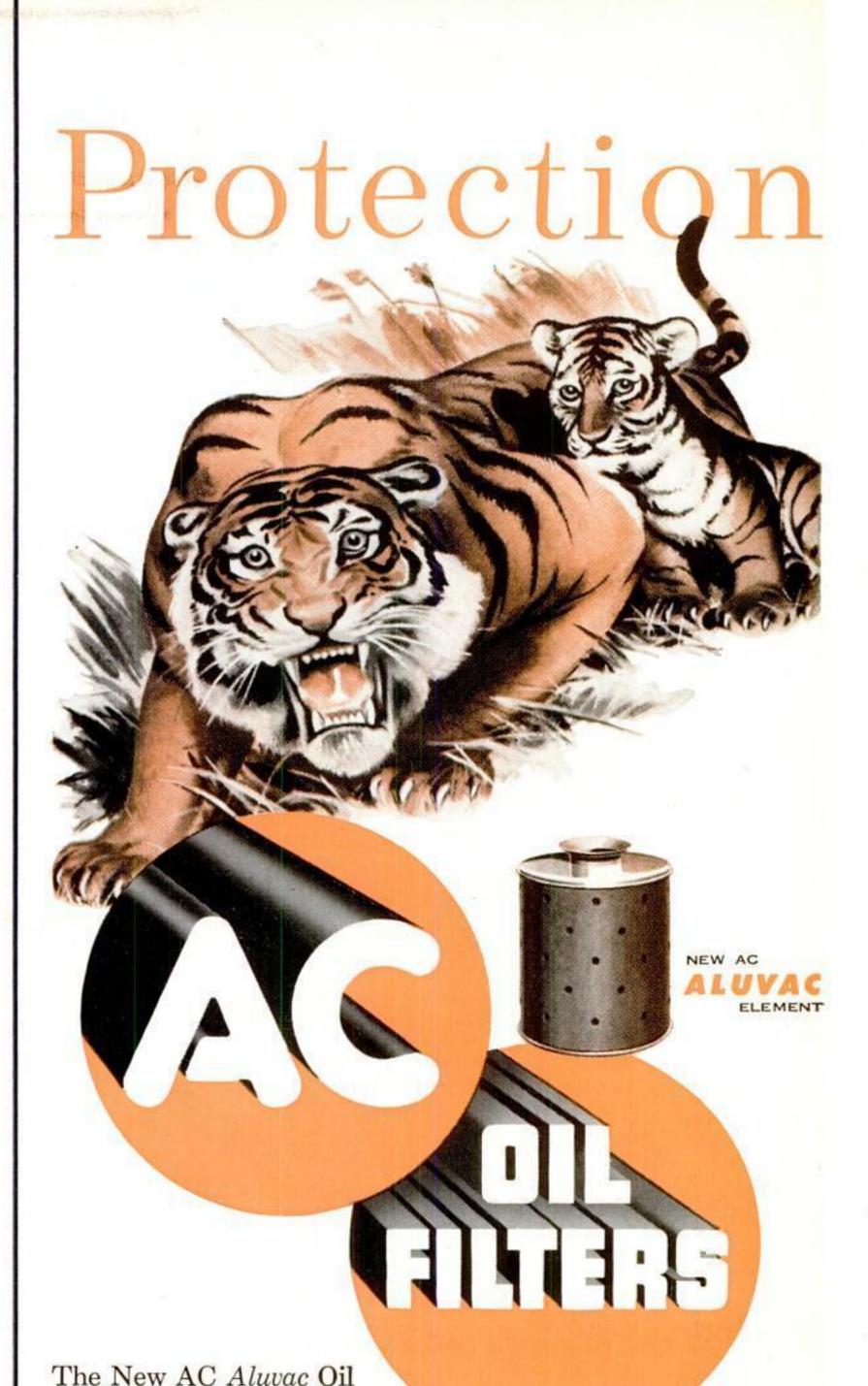
When it reconvened this month, the House of Lords sat in the midst of new splendor. For 10 years—from 1941 until last May—it had met in the King's Robing Room, having turned over its chamber to Commons, whose meeting place had been destroyed in the blitz. The chamber had not been thoroughly cleaned for nearly a century and the peers decided, in the words of one of them, that "the House of Lords must be

scrubbed and disinfected." In the refurbished room gilt was restored on the thrones of the king and queen (far end above). A rich red covering was put on the Woolsack (the Lord Chancellor's bench in front of thrones), the judges' benches (between members' benches) and clerk's table (center, foreground). Dangling from the ceiling are microphones, which some members fear will destroy the "intimacy" of their chamber.



GENTLEMAN USHER OF THE BLACK ROD, Lieut. General Sir Brian Horrocks, carries out grave ritual as Parliament opens. Shouldering ebony rod once used to arrest members, he paces to House of Commons. Exercising ancient privilege of barring royal representatives, Commons slams its oaken doors on him. Sir Brian knocks thrice with rod's tip, then enters and summons Commons to Lords' chamber to hear King's Speech.

CONTINUED ON NEXT PAGE



Constantly picking off the enemies that shorten engine life-removing the grit that grinds and the sludge that clogs-the new AC Aluvac Oil Filter Element gives vital protection to any engine.

Filter Element Guards Your

Engine Against Hidden Enemies

Dirty oil comes in-clean, safe oil goes out, in an endless stream of protection for all moving parts. You'd be amazed to know how little wear takes place when engine oil is always clean.

You'd be equally astonished to know how fine and uniform the filtering pores of the AC Aluvac Element are. They take out dirt particles as small as 1/100,000th of an inch in size.

You'll get a lot of mileage—low cost mileage - out of your AC Aluvac Element, too. Size for size, it has 10 times the filtering surface of ordinary elements-double the sludge-retaining capacity.

So there's both quantity and quality for you, in one precision-built package.

And remember this: It's the filter element that does the work in an oil filter. The next time your filter element needs changing, replace with an AC Aluvac Element. Your service man has a size and type to fit almost every oil filter.

IF YOUR ENGINE HAS NO OIL FILTER, don't leave it unprotected any longer. There's a complete AC Oil Filter, with Aluvac Element, to fit your engine.

AC SPARK PLUG DIVISION GENERAL MOTORS CORPORATION



Give Your Christmas Angels a Gay

## NiteyNite

and a Cuddly Nitey Nite Doll



Dress your Christmas Angels for dreams in a Christmas-Red NITEY NITE—the shrink-resistant sleeper. Sturdily tailored of fur-soft, fur-warm pure cotton fabric. Snug sweater-cuffs.. Cozy bootee foot.. Sudfast color.. size-fast when laundered. Surprise them with NITEY NITE JUNIOR—the adorable doll dressed in a NITEY NITE sleeper—it's the gift every child wants. Sleepers, with feet, sizes 4-10. Christmas-Red Pajama, without feet, sizes 4-8; 10-16.

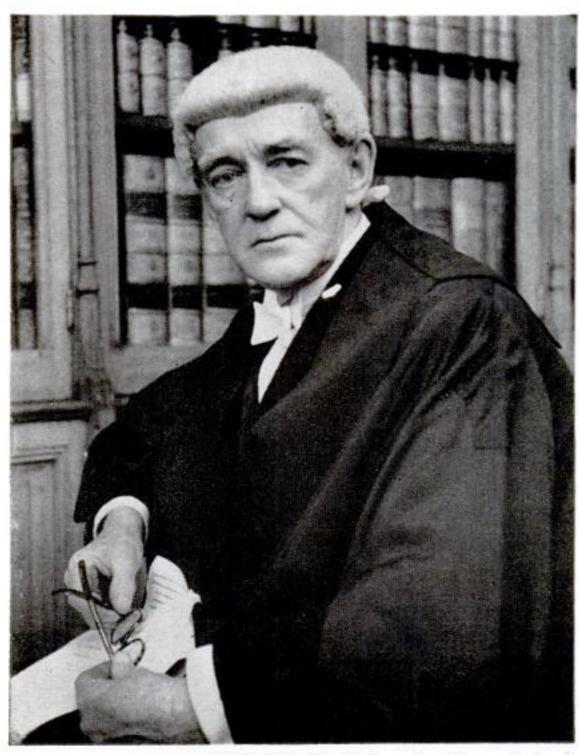


Nitey Nite Sleepers Made By GLENDALE KNITTING CORPORATION . Perry, N. Y.

#### House of Lords CONTINUED



LORD CHANCELLOR is 69-year-old sportsman and lawyer, Lord Simonds. As Speaker of the House of Lords, he sits on the padded Woolsack (p. 60) which represents importance of the wool trade to the British economy. To enter floor debate, Lord Chancellor must leave Woolsack, which he often does.



CLERK OF THE PARLIAMENTS, Sir Robert Overbury, is head of the permanent staff of the House of Lords. He may be removed from this important office only by the king. Sir Robert, 64, an officer of the House of Lords since 1923, has been clerk two years. He may keep his job until he reaches 70.

CONTINUED ON PAGE 65

# The mix that makes flakier crusts



## Pillsbury Pie Crust Mix

Just add water.

It's pumpkin pie time—your grocer is featuring Pillsbury Pie Crust Mix and canned pumpkin right now. Ann Pillsbury's pumpkin pie recipe is on the package.

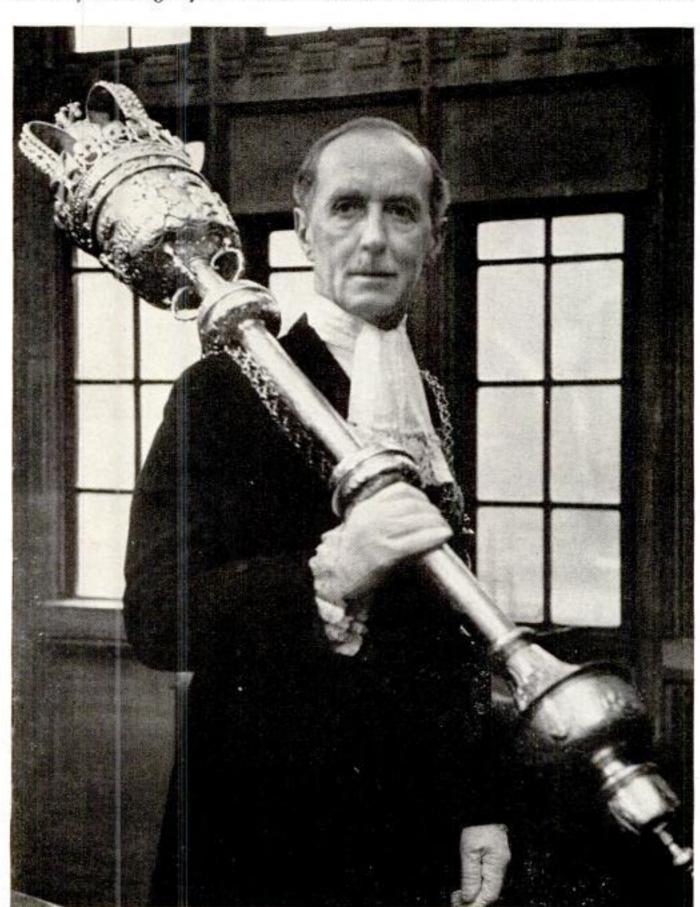


KENTUCKY STRAIGHT BOURBON WHISKY . BOTTLED IN BOND . 100 PROOF . BROWN-FORMAN DISTILLERS CORPORATION . AT LOUISVILLE IN KENTUCKY

#### House of Lords CONTINUED



PURSE BEARER TO THE LORD CHANCELLOR, W. J. France, holds embroidered bag in which signed copy of king's speech to Parliament is carried. Purse Bearer France's lace-frilled costume is only for ceremonial occasions. On ordinary working day in House of Lords, he wears a mere swallow-tailed coat-



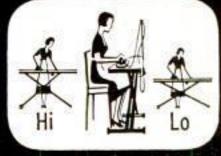
SERGEANT AT ARMS AND MACE BEARER is Air Vice Marshal Sir Paul Maltby. The mace, representing royal authority, lies on the Woolsack during sessions, a reminder of the days when maces were bludgeons for king's bodyguards. Silver-gilt mace has initials of King Charles II, weighs 50 pounds.

## "But you don't have to wait all your life for

## Sit Down Ironing



It's 2 irons in 1! It's the best dry iron made-and the attachment changes it to the finest steam iron.



Freedom of the Knees Legs are offset for sit-down comfort! It's adjustable for short, medium and tall.

For easier, better ironing start your Mary Proctor Ironing Set now by buying any or all of these:

Never-Lift Iron \$16.95 Steam Reservoir 5.95

Hi-Lo Ironing Table 14.95 Cordminder 3.95

Pad & Cover Set 4.45

OPS-Sec. 43-CPR 7

Sit-down ironing ... an idea grandma would have loved ... at last becomes practical with the introduction of the 5-piece Mary Proctor Ironing Set!

- · Forget lifting-The Never-Lift action of the Mary Proctor Never-Lift Iron with Steam\* saves 21/2 tons of lifting each ironing day. And you press professionally.
- · Forget pressure-No need to lean on the iron. Smooth-fitting Mary Proctor Pad and Cover Set (white and colorfast blue, yellow, and beige) helps you iron faster, easier.
- Forget stretching and stooping—Hi-Lo® Ironing Table locks at 9 different heights for sit-down (or stand-up) ironing. Legs are offset for freedom of knees. You can shift table easily on its wheels as you sit.
- Forget cord bother Cordminder keeps iron cord out of your way, allows greater plug-in convenience.

Free yourself today from old-fashioned stand-up ironing. See your appliance dealer or department store for a free demonstration.

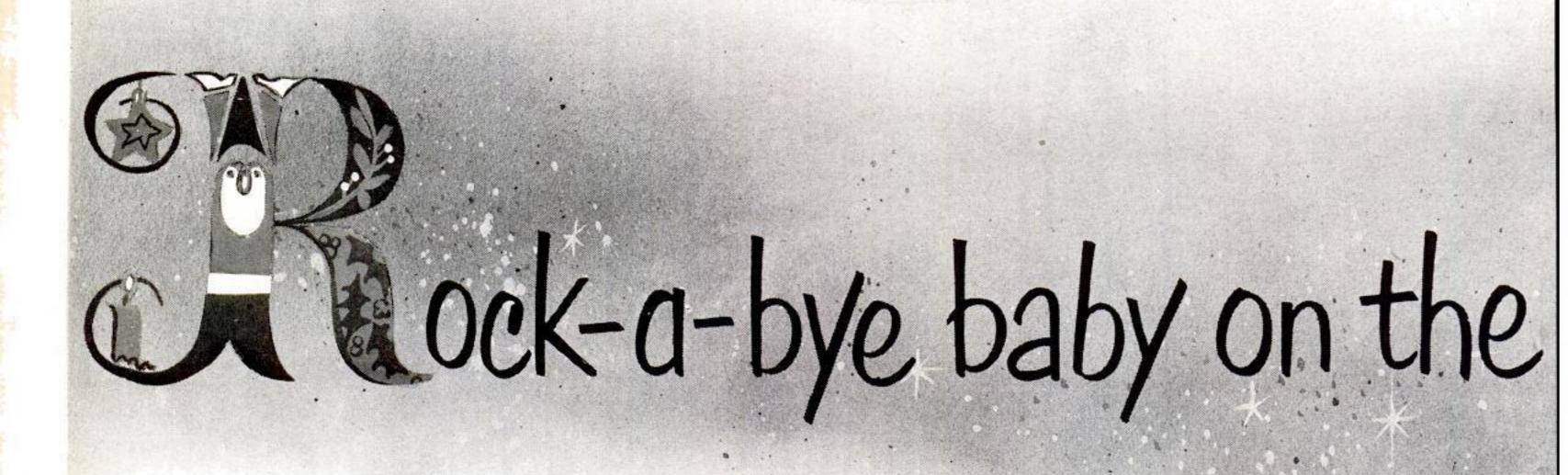
• 10 Day Trial Offer-Try sit-down ironing with the complete Mary Proctor Ironing Set for 10 days. If it isn't all we say it is, your money will be refunded promptly and you may keep the pad and cover.

APPLIANCE NAME YOU CAN TRUST

\*Steam attachment optional

†Fed. Tax Incl.

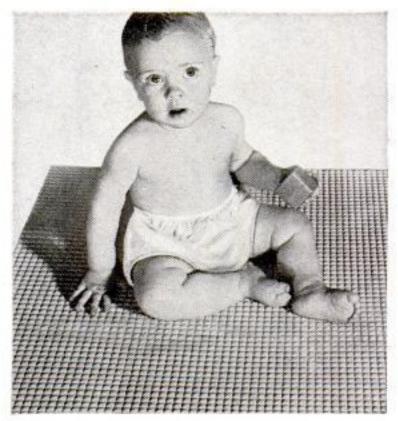
PROCTOR ELECTRIC CO., 3rd St. and Hunting Park Ave., Phila. 40, Pa.



Santa...with a big assist from Kleinert's has a bagful of presents for baby's comfort (and Mother's convenience)



Kleinert's Tipsy Pillow - holds Baby's bottle just right so Mother can go about her business. Quilted plastic in yellow, pink, blue, white, green. Gift-boxed, about \$1.95



Kleinert's Quilted Rubber Pad. Designed for comfort, thanks to air pockets. Waterproofed, acid-proof. Washes, dries fast. Carriage to crib sizes. About \$.69 to \$3.50



Silk Softex Baby Pants by Kleinert's in a pretty gift box. Waterproofed without rubber. Never crack, peel or stiffen. Pink, blue, white, yellow, green. About \$1.00



Kleinert's Shampoo Shade - Ouch! Soap hurts! Keep it out of baby's eyes. Kleinert's Shampoo Shade. Self-adjusting. ®Vinylite plastic. Pink, blue, yellow, green. About \$.45

True enough, the babies on your gift list — even though they may be the Quiz Kids of the future — aren't able to read as yet.

But ... their mothers can!

And when those mothers read that name "Kleinert's" on the gifts you give their youngsters, they're sure to bless your name.

Because smart mothers have found that all Kleinert's baby things are not only better for baby but easier for mother.

After all, we've been serving mothers and

babies for eighty years. And with Kleinert's products, every mother finds herself with less work, less muss and less fuss. Just look at the wonderful, exclusive features of the items on these pages. Then learn for yourself, the ease and convenience Kleinert's products provide.

And, incidentally, why not make yourself a present of all that ease and convenience next time you're out baby shopping for your own children? All you have to do is to look for that famous name . . . Kleinert's.









Dry-Downe Crib Sheets by Kleinert's are waterproof; covered with cotton flannel, Never cold or clammy, even when wet, Carriage to crib sizes, About \$.59 to \$3.95



Kleinert's High Chair Pad — Jolly "Donkey Ride" pattern in colorful hand-screened print on heavy plastic. Clean with damp cloth. Pink, blue, white, yellow. About \$2.95



Kleinert's Crib Bumper — means fewer bumps for Baby. Padded, quilted plastic. Cleans with damp cloth. Pink, blue, yellow, green, white. About \$4.95



Kleinert's Play Pen Rug-cushions tumbles. "Donkey Ride" in colorful hand-screened print on heavy plastic. Generously padded. Pink, blue, white, yellow. About \$5.95



# See how KLEENEX serves you just one-at-a-time





**Perfect balance.** Of course you want a soft tissue—a strong tissue. Kleenex\* has the "just right" combination of softness and brawn. (Thanks to a special process.) And each Kleenex tissue is perfectly uniform: always the same top-flight quality you know you can depend on for every use—from colds to makeup removal.

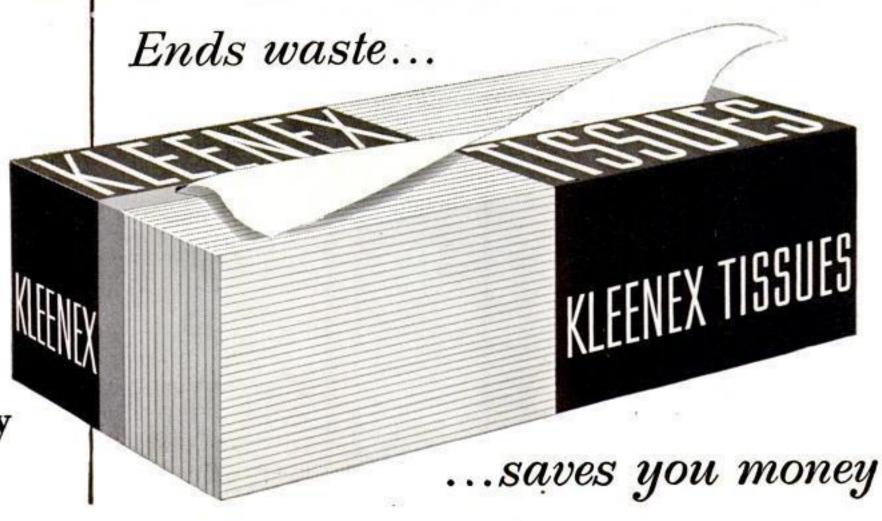


Pure...so lint-free. Only finest ingredients go into Kleenex . . . from pulp to package. Pure cellulose fibers, with absolutely no ground wood. That's why you won't find weak spots or hard particles in this tissue. And test after test proves Kleenex freer from lint. Won't aggravate sore noses, during colds.



Saves as it serves. No other tissue has the handy Serv-a-Tissue box. With Kleenex you pull one double tissue at a time (not a handful), and the next pops up. Ends waste—saves trouble, saves money. So don't take just "tissues." Insist on wonderfully soft, strong Kleenex—your best buy in tissues.

Get several boxes when you buyyou'll always have a good supply



T. M. REG. U. S. PAT. OFF.

## BALTIMORE'S LONELY BIG AIRPORT



## Huge new field near Washington stays almost empty while the crowded capital plans to build another

As they thread their planes along the airways into the swarm of traffic above Washington, D.C., southbound pilots often look wistfully down at a fine new airport that pops up south of Baltimore. It is huge—five times as big as Washington's National Airport, four times as big as New York's La Guardia. Its 9,450-foot main runway is one of the largest on the coast. And there is very little traffic; in fact there is practically none. For Friendship International Airport built last year by Baltimore for \$15.5 million has been passed up by most airlines in favor of Washington, which offers better connections. Besides the Military Air Transport Service, which was to have awarded it a fat contract, has changed its mind. Even by 1952 when a new highway cuts the drive from Friendship to Washington to 40 minutes, it may still be out of the running. By then work may have started on a new \$14 million airport on the Virginia side.

Friendship often handles only 60 commercial flights in a day while an airport like Chicago has to juggle 42 in a single hour. But its beautiful building, with pinball machines and fancy showcases (above), is making it a show place among airports. And its restaurants, bar and observation deck may bring in enough—from the few air travelers and the many sight-seers—to push it into the black in spite of the competition at the capital.

**DESERTED LOBBY** of administration building sparkles bleakly at 7:15 in the evening. Airport manager has filled its floor with showcases to bring in money.



DESERTED RUNWAYS show absence of traffic. Stretching from foreground is a taxi strip which crosses a runway and leads to the administration building.



FRAPPE...Fill glass with shaved ice, fill with Arrow Creme de Menthe. Sip through straw.



ICE CREAM ... Pour Arrow Creme de Menthe over Vanilla or other ice cream. A delicious treat.



HIGHBALL ... In glass, put 2 cubes ice, 1 jigger Arrow Creme de Menthe. fizz with seltzer.

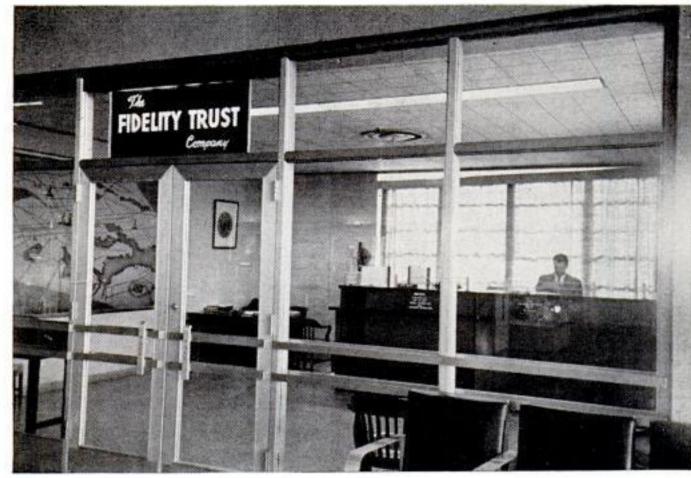
It's Smart, and Easy, to Serve

A ROW

Creme de Menthe



Lonely Big Airport CONTINUED



FRIENDSHIP'S BANK waits for customers. Building's biggest tenant is Westinghouse Corp., which has 2,000 feet of space. Air Force rents other offices.



FRIENDSHIP'S FOOD is served here when there are diners. Building can handle big crowds as incoming and outgoing passengers use different floors.



FRIENDSHIP'S BOOKS, a wide selection of pocket-sizers, lie unread on the stand. Visitors can also play a nickel slot machine which pays off in cigarets.

CONTINUED ON PAGE 72



Make your medicine chest a strong Health Defense Center... stock up now at Your Drug Store NOW IS THE TIME to winter-check your medicine chest! Make sure that you're set to meet the long siege of cold weather ahead.

Your druggist has carefully stocked his shelves with the nationally preferred products needed by your family for full winter protection. His professional training assures the best—the most effective products for your special use. His wide selection enables you to choose a size and type exactly suited to your needs. Go to your conveniently located drug store—fortify against winter, now!

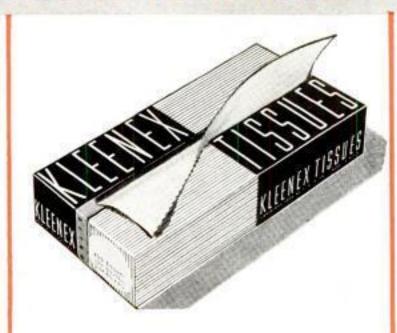
#### "IT'S A PLEASURE TO RECOMMEND THESE PRODUCTS" - Your Druggist!



EVER-READY Shaving Brushes make light work of tough whiskers. They are America's fastest sellers because they are America's finest brushes. Wide selection in fine bristle or luxurious badger. \$1 to \$25.



LAVORIS Mouthwash and Gargle does a thorough job of cleansing mouth and throat and does it so pleasantly, its use is becoming a daily habit with particular people. The "so BIG" bottle holds 20 oz.



Conly Kleenex gives you the quality you love and only Kleenex supplies the Serva-Tissue box that lets you pull one tissue at a time. Each one pops up automatically.



GAINSBOROUGH Invisible-Type Nets in hair-blending shades. Choose the new, NO-RUN nylon, with "locked-stitch" that stops runs or a fine silk net with elastic edge. Silk, each 10¢. No-Run nylon 10¢.

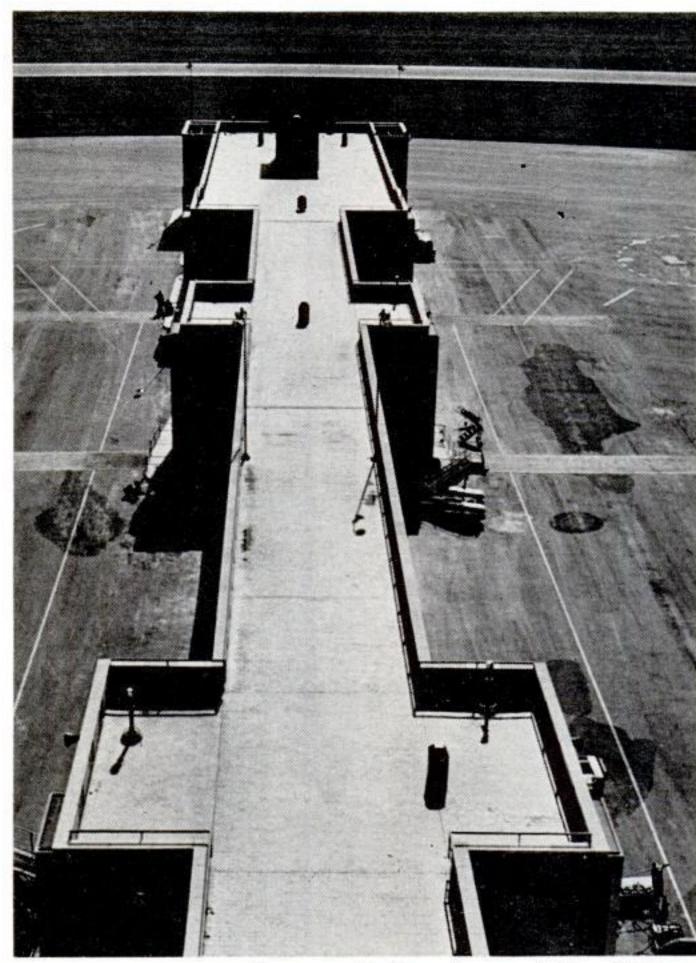
This advertisement sponsored for the Druggists of America, leading drug manufacturers, and wholesalers by

## McKESSON & ROBBINS INCORPORATED

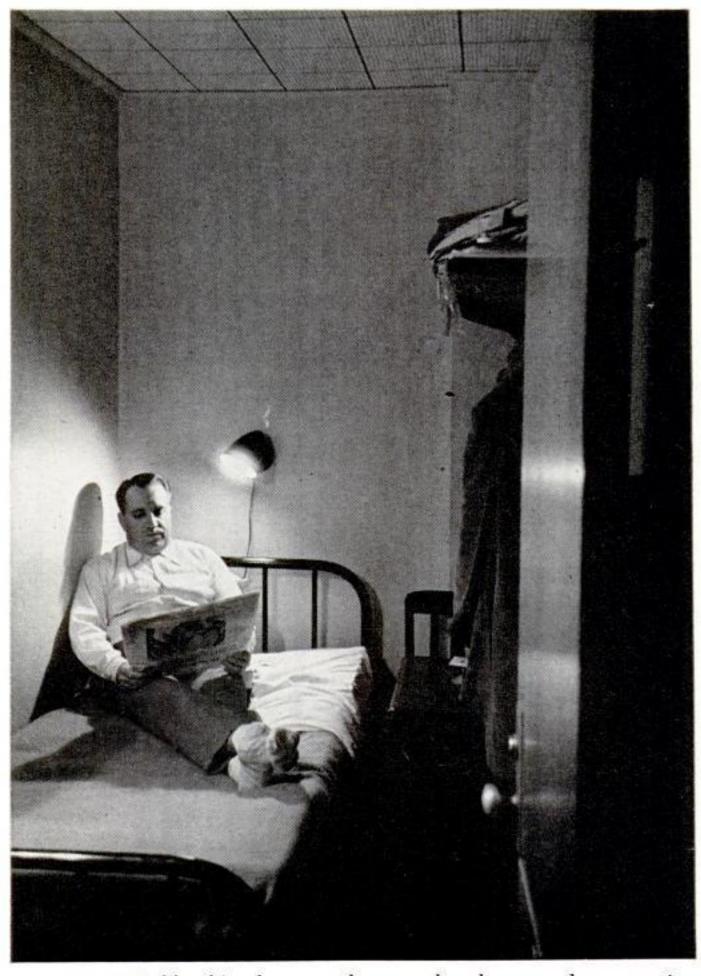
AND IN CANADA BY NATIONAL DRUG AND CHEMICAL CO. OF CANADA. LTD.

© MCK & R, 1951





OBSERVATION DECK looms emptily above the ramp. At far end is international part of terminal, which last year handled only four overseas planes.



ROOMETTES like this where travelers can sleep between planes are gimmicks added by airport. There are also showers, barber shops, beauty parlors.

America's largest selling brandy

# CORONET brandy

favorite cocktail

makes the lighter highball...

makes your



Write today for Coronet's free recipe booklet, "29 ways to use Coronet V.S.Q."

Brandy Dist. Corp., N. Y. 1, N. Y.

California Grape Brandy 84 proof.



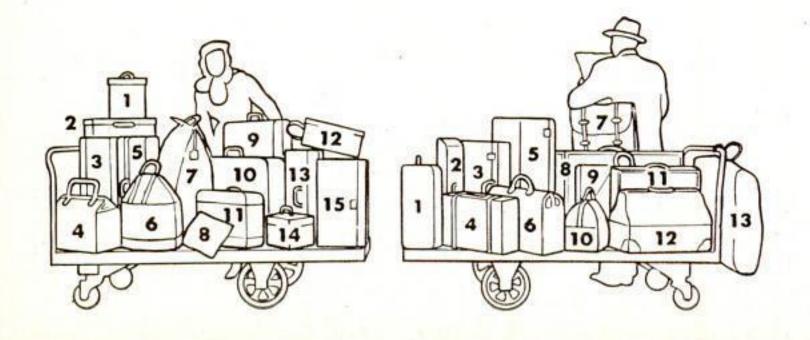
# LATEST IN LUGGAGE

IT WEIGHS LESS, HOLDS MORE, LASTS LONGER, LOOKS BRIGHTER

Americans, who have always been on the go, keep going places faster, farther and more frequently. In the past two years they have broken all records for European and domestic travel. And, as a result, they have broken all records for buying luggage—\$173 million worth in 1950.

Not long ago a heavy leather suitcase and a heavy wood-framed trunk were considered





The luggage in the two photographs above may be identified by the keys at left. For women: 1—Red cowhide hatbox for small hats, \$36. (All prices are approximate and are given without tax.) 2—Red cowhide 16-inch overnight bag, \$41. 3—Pigskin 26-inch Pullman bag with a washable lining, adequate, with train case, for a week's trip, \$97. 4—Train case of new plastic, Kalistron, with a mirror and floating tray for jewelry, pockets for cosmetics; for an overnight trip or as a supplementary bag on a long trip, \$50. 5—Matching 26-inch Pullman case, also in Kalistron, \$50. 6—Hide duffel bag weighs 2½ pounds, has slide fastener and a padlock, \$29.50. 7—Plaid canvas duffel bag with a leather binding and handles, \$30. 8—Sailor bag for long trips: small bag opens and lets out a large bag in which to bring home souvenirs (the small bag is also useful as an oversized carry-all purse), \$28.50. 9—Samsonite bag in unconventional pyramid

adequate equipment for any trip. But today travelers like to have luggage wardrobes with different bags for different journeys. Shown below is new luggage for such wardrobes: on the left for women, on the right for men.

All these bags reflect the great revolution brought about by air travel: it made luggage lighter. This led to experiments with new shapes, frames and materials. Leather, of course, is still used in luggage. But plastics and synthetics are becoming important rivals. These do not crack, chip or peel, are waterproof and usually cost less than leather.

People buying new luggage can make a few simple tests of quality right in the store. Swing the bag around to see if it is light enough. Open it to see if it is roomy and uncluttered. Feel finish inside and out to see if it is neat, without rough edges. Run a hand over the cover to make sure that it is firmly glued to the box, has no bumps or creases. Upend the case to check on studs which should be fixed to the bottom to protect the surface from scratches. Try the lock to make sure it closes with a secure-sounding snap.



shape, \$25. 10—Jackknife wardrobe opens at the end for easy packing, has four hangers, \$79.95. 11—21-inch overnight case with stainless steel guards, \$56.50. 12—Hatbox with two little feet so that it does not roll when set down, \$16. 13—Traditional top-opening wardrobe in natural rawhide, \$125. 14—Train case with a tilting mirror which comes down for easy primping, \$24.95. 15—Hat and shoe case all in one, of natural rawhide (the shoe pockets, which hold three pairs of shoes, are attached to a removable panel), \$165. For men: 1—29-inch Pullman case of blue duck over light aluminum frame, \$63.50. 2—Canvas "Flying Clothes Closet" has a light aluminum frame, Pliofilm dust cover inside to protect clothes, hangs from its own ring, is easy to pack and carry; three-suit size, \$39.50. 3—Four-suiter in strong industrial belting leather, \$165. 4—Cowhide executive case, used for papers, has an indexed file, \$50. 5—Wardrobe which

holds three suits, plus a robe or a lightweight topcoat and accessories; has a removable tray with hangers, \$107.50. 6—Leather shoe case carries three pairs of shoes; the flannel shoe pockets snap in and can be removed to make a club bag, \$69.50. 7—Leather briefcase with many compartments can hold pajamas, clean shirt, accessories too, \$80. 8—Jumbo Tourobe, essentially a substitute for a trunk on a long journey, has seven hangers; five of these are shoulder type, while two are bar type, \$125. 9—Two-suiter in British tan aniline cowhide, \$95. 10—Club bag, a sports version in canvas, \$11. 11—Coated canvas one-suiter carries a suit on hanger in lid, leaving the rest of the bag free, \$68.50. 12—Traditional leather club bag, \$22. 13—Rayon plaid Car-Sac carries suits on hangers, available in longer length for women, folds over for convenient carrying, may be hung up in car or Pullman. Men's 40-inch model, \$14.95; women's 54-inch model, \$17.50.

Amazing-mixes with cold milk instantly-











and you get

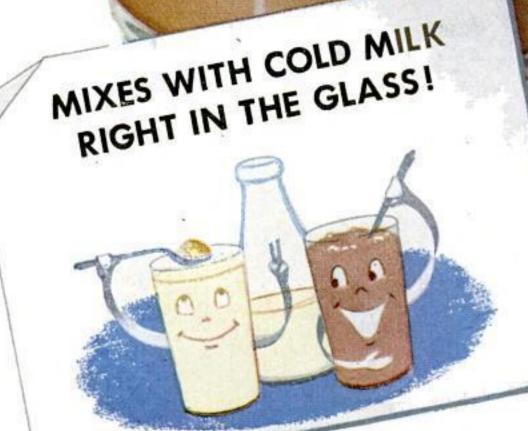
# RICH CHOCOLATY MILK

in seconds with

# NESTLÉS Quite!

... the fastest you ever mixed-the best you ever tasted! Because this amazing new Quik mixes with cold milk-INSTANTLY! No beating ... no bother ... and no refrigerating! Just stir and serve!

P.S.---It stays chocolaty all the way through!



WITH THAT FAMOUS NESTLE'S CHOCOLATE FLAVOR

# SOME PRACTICAL INNOVATIONS





**NEW MATERIAL,** Neolite, adds durability to hatbox and briefcase, two of the most popular choices with luggage buyers. A Goodyear product formerly used only for shoe soles and heels, Neolite wears wonderfully, it is waterproof, rot- and mildewproof and it needs very little attention to keep its rich finish.



**NEW PROCESS** protects color even against a nail scratch. In this Kalistron bag, color is applied to underside of protective Vinylite sheeting.

**NEW CONSTRUCTION** in this bag adds strength without weight. Tubular aluminum frame weighs 7½ pounds, can support the weight of two men.



CONTINUED ON PAGE 79

#### Whatever the season -

# Wear Carter's Trigs for comfort!

Something to be thankful for all year 'round —
the way TRIGS fit you, move with you, never bind or sag.
TRIGS are knit of soft combed cotton that never needs ironing
and are CARTER-SET — won't shrink out of fit!
The superior elastic will never let you down!



77



A year's vacation! Prof. Robert J. Niess has won an overseas fellowship for outstanding research. As a good research man should, Prof. Niess got all the facts on American and European cars before he selected the Henry J for his European trip.



The professor knows! The Professor needs a smart, sturdy car for use at the University of Michigan -with unusual economy for European gas prices! At nearby Willow Run, he follows a Henry J through the production line.



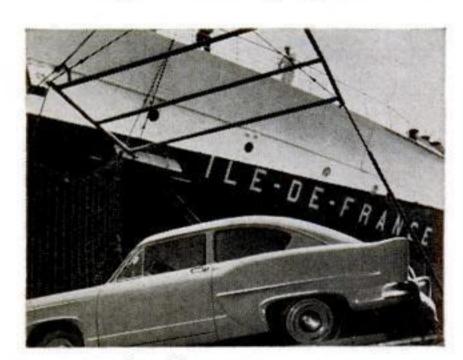
Shopping on campus! His wife, Martha, is delighted with the shorter turning radius and triple-tooth steering that make the Henry J so easy to park. And it can save them up to \$600 the first year, on initial cost, upkeep and other expenses!



The adventure begins! The whole family including daughters Martha and Barbara, drive to New York, where they'll embark for France. On the trip, the Henry J averaged a cent-a-mile for gasoline!



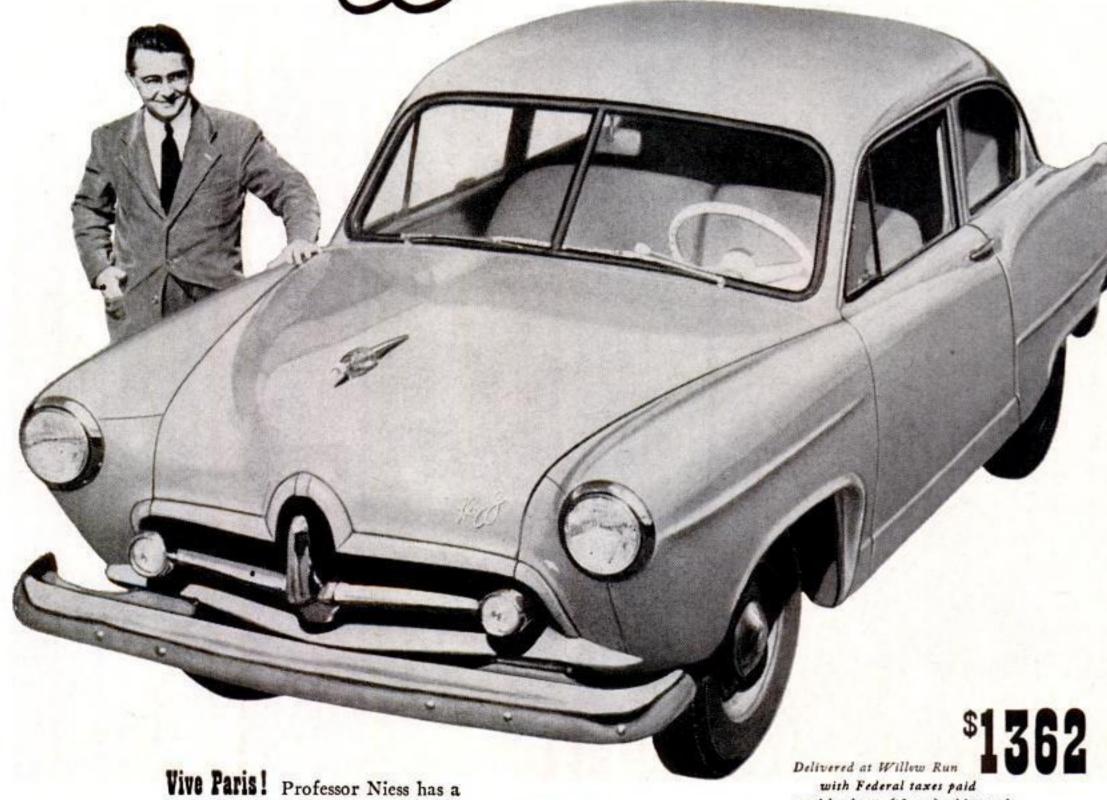
Up the gangplank! No sign of weariness after their drive from Michigan...for the Henry J's airplane-type shock absorbers afford the smoothest ride in the low price field! Martha and Barbara slept most of the way in quiet comfort.



The Henry J's aboard! The Niess family want a really dependable car for foreign travel. Hence the Henry J. They feel the low-price foreign cars aren't big enough for comfort-and they like the Henry J's 58-inch front seat and big-car roominess!

Michigan Miles or Paris Kilometers...

Henry Costs Less to Drive!



whole year to devote to study and research. Then it's back to Michigan for the whole family and their smart, tough, thrifty Henry J. Instead of spending extra money getting your present car ready for winter, why not trade for a brand new, dependable Henry J? Let your Kaiser-Frazer dealer give you the facts today!

> Kaiser \* Frazer's Henry J. the Fashion Academy Car for today!

and local tax (if any) additional.

Prices subject to change without notice.

@1951 KAISER-FRAZER SALES CORPORATION, WILLOW RUN. MICHIGAN

# PACKING MADE EASIER



TWO-SUITER has detachable halves. Coats hang on hangers, trousers are spread out in opposite directions, folded over board; then the coats fold over.



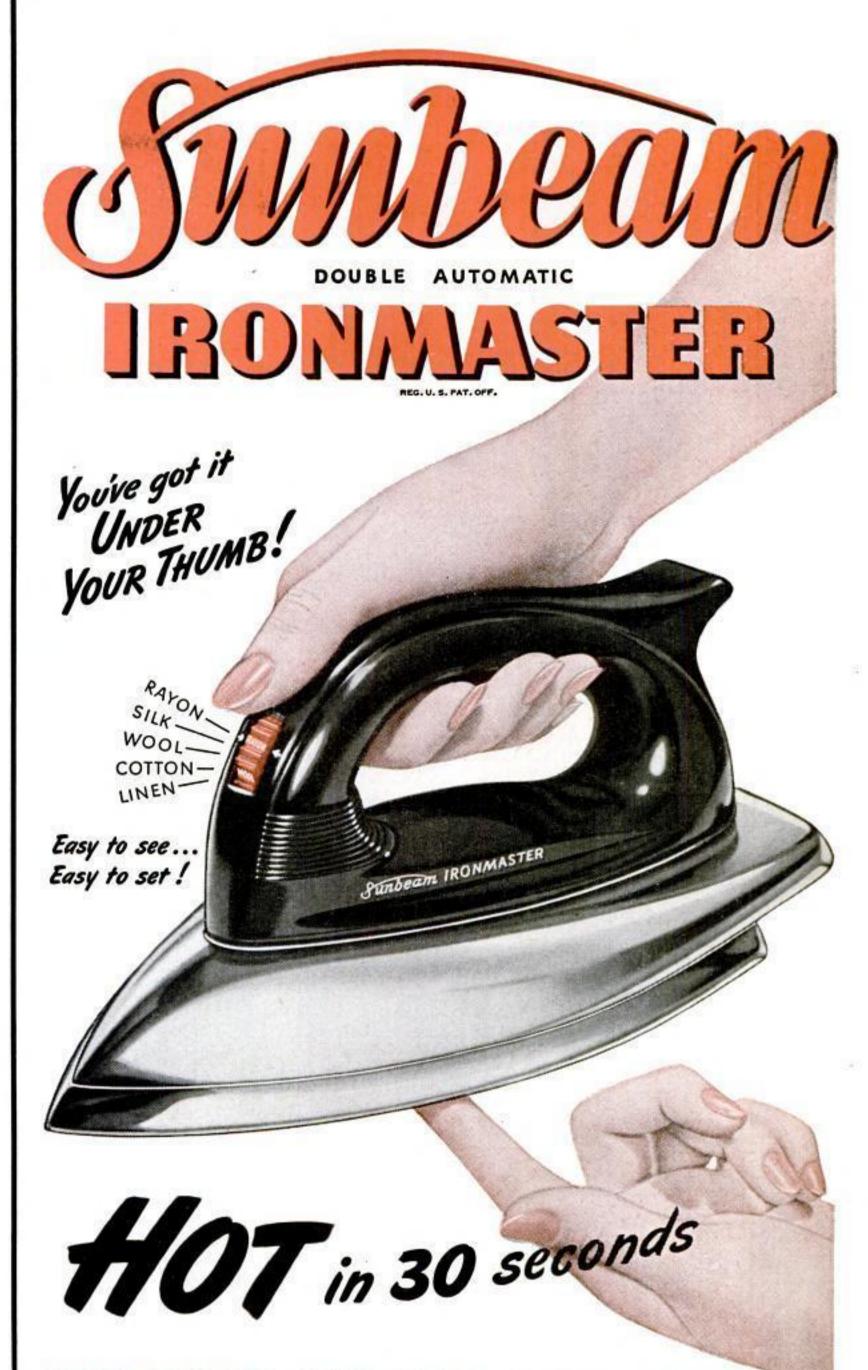


FLAT PACKING needs care to prevent crushing. Tissue is placed in shoulders of jacket, skirt folds over wrapped lingerie to protect both from wrinkles.



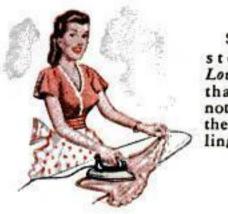
**SAILOR BAG** (p. 74) opens wide to accommodate overflow and assorted travel trophies. Its carryall cover (left, foreground) can be used as spare bag.

N N N N



#### HEATS QUICKER, STAYS HOTTER, IRONS FASTER

Until you've used Sunbeam Ironmaster, you've no idea how much faster and easier ironing can be. No waiting for it to heat up—it's ready to go in a split minute, and always delivers the correct, steady heat for whatever fabric you're ironing. That's why you finish quicker, feeling fresher with a Sunbeam on the job.



SAFE
s t e a d y
Low heat
that will
not scorch
the finest
lingerie.

SUNBEAM HAS the Thumb-tip Heat Control Dial up in the handle, where it is always cool and convenient. Easy-to-see. Easy-to-set. A finger-touch sets it for the correct, safe heat you want.

SUNBEAM HAS the Quick, Steady Heat made possible by Double-Automatic Heat Control, an exclusive Sunbeam invention. Heats faster—but never overheats. Reaches safe Low Heat for rayons in 30 seconds, quick High Heat for heavy, damp linens in 2½ minutes.



IN ADDITION, IT HAS the air-cooled, wrist-resting handle . . . larger ironing surface . . . permanently attached cord set . . . new streamlined beauty. Now available in two weights: the 4 lb. Ironmaster with the famous Hard Steel Chrome-plated sole plate, and the 2½ lb. Ironmaster with the aluminum alloy sole plate for lighter weight.

See your dealer.

© SUNBEAM CORPORATION, Dept. 53, Chicago 50, Illinois . Toronto 9, Canada

Famous for Sunbeam TOASTER, MIXMASTER, COFFEEMASTER, WAFFLE BAKER, etc.

# air-wick now proved 3 times

# as other deodorizers!

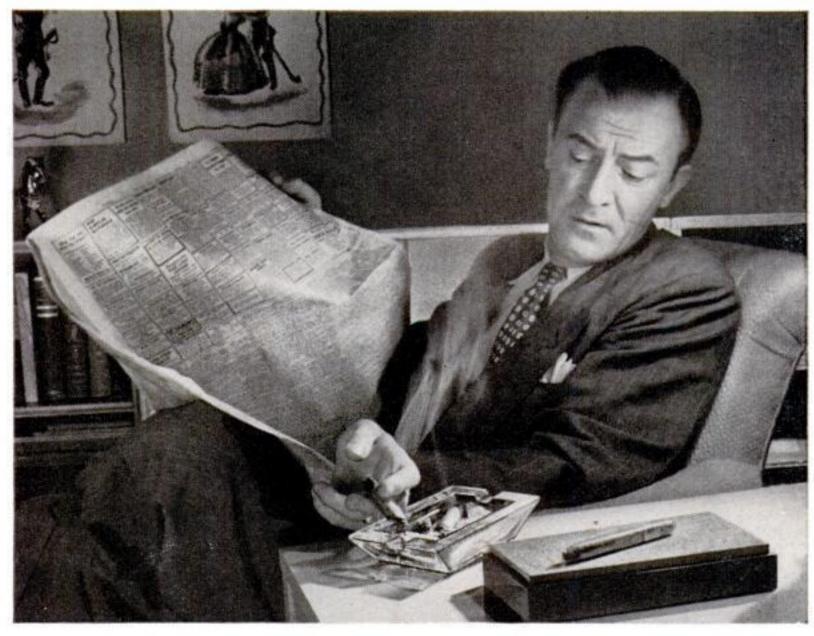
today...get 3 times the odor-killing power...much more for your money with



in your kitchen



air-wick kills unpleasant cooking and frying odors



in your living room



air-wick kills stale tobacco odors

# as effective\*

(authenticated by laboratory tests)

# air-wick...the no. I household deodorizer!



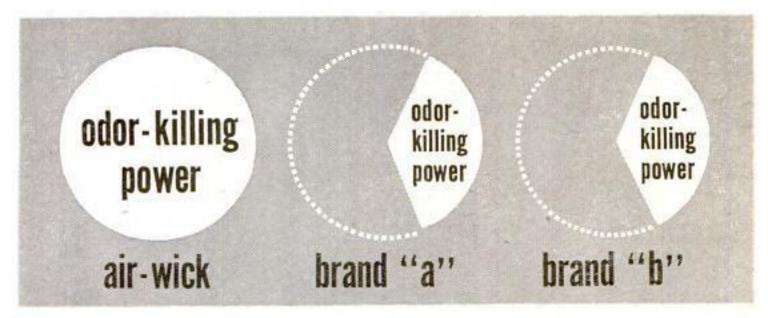
in your bathroom



air-wick kills embarrassing bath odors

If you could picture the odor-killing powers of household deodorizers, you would see for yourself how much more effectiveness you get from air-wick than from other deodorizers.

A leading laboratory in the odor field has just completed a series of rigid scientific tests among three brands of household deodorizers. Here are the results...and if you look at the chart below, you'll see what it means to you!



\*science proves air-wick has 3 times the odor-killing power of other deodorizers tested

When the 3 brands were laboratory-tested against typical kitchen odors:

air-wick, and only air-wick, effectively killed the odor.

Even when three times as much of Brand "A" and Brand "B" were used, some of the kitchen odor still remained.

In short, air-wick proved to have three times as much odor-killing power as the other deodorizers!

What does this mean in your home? It means that when you fry onions or fish...when your living-room is filled with the lingering odor of stale tobacco smoke...when any room in the house harbors embarrassing, annoying indoor odors, air-wick kills them — quickly, efficiently, economically!

It means that air-wick does the job of killing odors in your home the way you want it done...safe in the knowledge that you can depend on air-wick to keep your home clean-smelling and pleasant throughout.

That's why more women trust and buy air-wick than any other product of its kind. That's why more women have discovered that air-wick gives them more for their money than other deodorizers!

For air-wick's odor-killing process can't be duplicated! air-wick is the only deodorizer of its kind that contains chlorophyll... plus more than 125 compounds as found in nature! air-wick kills odors like no other product can!

So get 3 times the effectiveness with air-wick. Get 3 times the odor-killing power... and get the greatest value for your money. Look for the name air-wick — and the word chlorophyll — and get America's No. 1 household deodorizer! air-wick comes two ways — in the familiar green wick bottle, and for those who prefer a spray — in the new, handy air-wick mist can.

air-wick also available in Canada
air-wick is a trademark of Seeman Brothers, Inc., N. Y. 13. N. Y. 2 1951 SEEMAN BROS. INC.

chlorophyll

air-wick

odors

contains

chlorop

# Important News for You...for Your Whole Family!

# YES TISSUES ACTUALLY DEADEN GOLD BACTERIA!

Only yes offers this help!



Amazing anti-bacterial agent, found only in new Yes Tissues, stops growth of bacteria usually associated with the common cold!

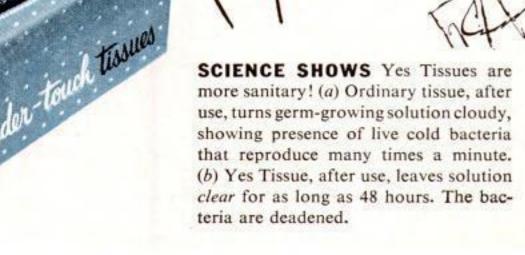
Yes, there's an amazing anti-bacterial agent in these wonderfully soft, strong, popular Yes Tissues! No other tissue has it. When you blow, sneeze, or cough into a Yes Tissue, the cold bacteria on the tissue are put out of action, deadened!

Extensive laboratory tests prove this—prove that cold bacteria are rendered inactive, kept helpless up to 48 hours, or as long as a used tissue is apt to remain in your home.

Don't ever take less than Yes... that's your tissue for softness, for strength, for whiteness—plus sensational bacteria-deadening power! Get Yes Tissues—gentle, absorbent, odorless as ever—this very day! Don't take no for an answer... insist on Yes!









WITH EARNEST COMPETENCE CHEF RAYMOND DESMEILLERS FINISHES PEELING "UNE ANGUILLE" (EEL) FOR CORDON BLEU STUDENTS

# FIRST, PEEL AN EEL . . .

## Sauce is made in three days, chicken in 22 pots at Paris' Cordon Bleu school

## by Frances Levison

HE chef began the class by holding aloft an eel. It was a live eel and extremely vigorous. The next five minutes were given over to that classic of culinary tournaments: l'épluchement d'une anguille (peeling an eel).

The first round went to the eel; the chef could do little more than hang on while the wriggling, protesting fish thrashed about. Once it very nearly got away. But then, with a firm grip and a sure swing, the chef slapped the eel's head smartly against the marbletopped table. The battle was one sided after that, but by no means a sure thing. The eel's protests soon ceased to be effective, especially after its head was severed, but the chef had trouble cutting a clean line around the slithering body and pulling off the skin. Humorless

lines were forming around the chef's mouth before he was finally able to exhibit his messy handiwork to the admiring students.

The chef goes through this performance regularly at the Cordon Bleu in Paris, which many gourmets and all Frenchmen consider the ultimate in haute cuisine. It is some time now since I have watched the epic of chef vs. eel, but I don't expect ever to forget it. It was only one of the many out of-the-ordinary sights I encountered during my six weeks' elementary cooking course. I discovered other things, too: that there are seven classic stages in the boiling of a pea; that it can take three days to make a sauce and 22 receptacles to cook a boiled chicken; that there are 17 ways to prepare a potato.

As a culinary amateur I had chosen Cordon Bleu because I had decided I might just as well learn from the best. I enrolled with an enthusiasm matched only by an ignorance of what I was letting myself in for.

All that I knew at the outset was the reputation of the Cordon Bleu as the last great 20th Century stand of art against the can opener. I wrote to the school and received in return copies of its monthly review, Le Cordon Bleu, and a description of its courses. I learned that the school carried on the traditions of an Académie de Cuisine, founded in 1895 by a sophisticated spinster named Marthe Distel. I ascertained that the Cordon Bleu exists in France and France alone. There is no legal way it can prevent schools

# Which is really Shelley Winters?

STARRING IN "The Raging Tide" A UNIVERSAL-INTERNATIONAL PICTURE (See answer below)



# world famous AUTO-LITE Spark Plugs give you SMOOTHER PERFORMANCE ... QUICK STARTS Greater Gas Savings (1)

Unsurpassed
Quality...

STANDARD
TYPE
far

Yes, it's easy to be fooled by look-alikes. And spark plugs look alike, too. So for smoother performance and quick starts, replace worn-out spark plugs with world-famous Resistor or Standard type Auto-Lite Spark Plugs.

Both are ignition engineered and both are specified as original equipment on many leading makes of America's finest cars and trucks.

Vivacious Shelley Winters, star of "The Raging Tide," a Universal-International picture, is shown at the right. The other girl is attractive Cloria Godfrey, one of New York's top models.

For the right spark plugs, see your neighborhood Auto-Lite Spark Plug dealer for Auto-Lite Spark Plugs because . . . "You're Always RIGHT WITH AUTO-LITE."



RESISTOR

TYPE

Auto-Lite Resistor Spark Plugs offer greater gas savings plus benefits found only in automotive type spark plugs with built-in resistors.

Auto-Lite Standard Spark Plugs offer unsurpassed quality and have long been recognized for their un-

beatable performance.

Phone Western Union

...ask for "Operator 25"...she'll give you the name of your nearby Auto-Lite Spark Plug Dealer. There is no charge for this service.

# AUTO-LIFE SPARK PLUGS "Synition Engineered"

Auto-Lite Spark Plugs—Patented U.S.A.

Tune in "Suspense!" . . . CBS Radio Mondays . . . CBS Television Tuesdays



GOOD FRONT is put up to display Cordon Bleu's food and brandy. School entrance is nearly hidden on corner. It has occupied same building for 56 years.

#### CORDON BLEU CONTINUED

from adopting the same name in other countries, but those schools have neither sanction from nor connection with the Parisian matrix.

I mulled over the description of the courses. Eight or 10 students, no more, would work as a group under a Chef Professeur. I could become a demi-pensionnaire with the right to a free breakfast at 9, lunch and goûter (which sounded to me like "tastes" but proved to mean French tea) and access to demonstration classes. An elementary knowledge of French, I was assured to my relief, would suffice. At the end of six weeks, moreover, "Students judged capable after a preliminary interrogation might present themselves with a view to obtaining a Cordon Bleu diploma." In return for the school's privileges I was to bring 37,000 francs (\$105) in advance, my own white apron, cap, kitchen towel and notebook. I was also to equip myself with poignées. My dictionary said that means "handful, handle, hilt (of a sword), holder, bunch, small quantity, shake (of the hand)." So I didn't bring any.

On the appointed date I approached the great seat of learning at 129 Rue Faubourg Saint-Honoré, envisioning sleek, shiny décor and magical kitchen appliances. I was quickly disabused of that notion. The door to the school was on the corner and, like most Parisian entrances, hard to find. Above it was a sign reading "Le Cordon Bleu, École de Cuisine."

The interior was even less prepossessing. The entire school was squeezed uncomfortably into seven rooms on the ground floor and the basement below, all of them crowded except for the book-lined sanctum of Mme. Elisabeth Brassart, housewife, mother and current owner-directress of the Cordon Bleu. Upstairs there was a simple demonstration kitchen with counter stoves in front that divided the chef from rising rows of chairs for an audience of 30. The theater doubled as a passageway for stairs leading to the two kitchens and the storeroom in the basement below.

At its peak our class had nine members, of such diverse origin that we simply called each other by nationality. The exceptions to this rule were three English girls who were "finishing." Taking a more lighthearted than usual approach to the Cordon Bleu, they spent most of their time chatting about horse racing and dancing. They became simply "Sally," "Lucy" and "Anne." "Madame Indo-China" was a dainty little mother of two. "Madame Persia" was also the mother of two and explained that she had produced her first at the age of 15. "Puerto Rico," an ex-stage manager of artistic temperament, was the life of the class. "Norway," a large energetic youth, at first devoured everything edible by tasting with a tireless lengthy finger. He enlightened us in long discourses on the subject of free love in Scandinavia; soon he was appearing only to consume the free food; finally he disappeared altogether.

Our solitary French girl, "Mademoiselle," insisted she had never cooked—she must have absorbed the talent from the air. She alone really understood a kitchen that rates a flavor above a refrigerator. Mademoiselle was spiritually one with Founder Marthe Distel who dedicated the Cordon Bleu with the words, "Nature imposes on human beings two imperious needs before which all the most ardent

passions efface themselves; to drink and to eat...."

CONTINUED ON PAGE 87

for quality for style Ball-Band Weatherproofs all around Believe me, pardner, mean weather means nothin to these weather means nothin to these Prairie pullover boots. Swell

Orairie pullover tion and a

wild west decoration where of can

special plate where of can write my own name to warn of rustlers; worther Look for the RED BALL on the sole

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#### CORDON BLEU CONTINUED

Our class descended to the kitchen and donned aprons. The room swarmed with a confusion of white-hatted chefs, noisy kitchen boys and young lady assistants weaving around two wooden tables strewn with parsley, carrots, potatoes, onions and meats. One of the young ladies extracted from each of us 500 francs (\$1.43) which turned out to be a deposit on a package of worn tools wrapped in a dishcloth. These, our personal tools, consisted of a small knife, vegetable peeler, fork, silver spoon, wooden spoon and a fouet, a little French wire whip. The Cordon Bleu stands firmly aloof from almost all equipment invented since the beginning of the school. Our other equipment—heavy butcher knives, primitive but hardy strainers on wooden frames called tamis and saucepans-was to be found when needed after extensive hunts in incredibly untidy drawers or cupboard shelves. Of the several electric ovens, only a few worked; the long stove was dotted with electric burners which had an unnerving tendency to short-circuit and shock. All of the kitchen tables were wooden, very serviceable for the hashing, chopping and pummeling that constitutes 50% of all Cordon Bleu activity. Linoleum or enamel table tops would serve no other purpose than the negligible one of being easily cleaned. In my six weeks at the Cordon Bleu I never spied a thermometer, mechanical mixer or pressure cooker.

Our particular teacher was Chef Max Bugnard, distinguished, mustachioed, a former restaurateur and son of a restaurateur. Chef Bugnard started with a class for ex-GIs at 7:00 a.m. and often worked on until night giving private lessons and catering for special dinners. He was surrounded by an assortment of kitchen boys, unpaid apprentices who were on hand ostensibly to learn the profession by helping out. Usually they were more a hindrance. At least once they drove Bugnard to stretch quivering fingers toward a ladle; but with supreme control he merely clutched the

air, muttering grimly to himself.

#### Rabbits drowned in wine

We seemed to spend most of our time peeling, dicing, slicing, hacking, chopping, and slapping things flat. The chef performed all the interesting and sophisticated operations. He stitched the poultry prettily with chest forward une belle poitrine; he gave his preparations exotic excitement by drowning little rabbits in white wine; he set aflame anything from braised beef to apple fritters. As we advanced, it is true that we were allowed to flip an omelette in a frying pan (a simple operation that the Cordon Bleu considers one of the most difficult of arts). And on the 14th day we were each given our own little fish to seize by the gills, slash down the stomach and disembowel. But mostly we just

peeled and chopped.

The immense amount of labor required for each dish set me brooding. French cooks take a liberal view of time. I asked Chef Bugnard once what he thought of Minute Rice. "I have tried it," he replied, "and it's all right." Then he added puzzled, "But it takes only 20 minutes to cook rice." And rice is a simple operation. There is no limit to the number of mutilations that can be performed in succession on one potato. We hashed, unendingly, little onions and mushrooms because in tiny bits they impart their flavor better. Prize dishes comprise a mélange of foods that taste better if they are cooked apart and melded at the finale. So each component was prepared separately in one or more pots and pans. This recklessness in the use of saucepans appears to be a national trait. At dinner parties I found myself totaling under my breath the number of receptacles that must have been employed; I once reached 24 before the puzzled looks of my neighbors forced me to abandon the survey.

I also was fascinated by Cordon Bleu's attitude toward hygiene and water, neither of which has much appeal for them. The fool-hardy penchant for using infinite numbers of pots and pans is feasible only because there is no concern about washing them up afterwards. "What's in this?" asked my chef investigating a dirty pan from the cupboard. "Only potatoes? Cà va," and he dumped cauliflower into it. Linen is conserved as well. The dish towel at the chef's waist served for wiping hands, holding pots or straining a lemon. A piece of food dropped on the floor is delicately known as a coup de ballet Parisien and forthwith returned to the mixing bowl. An infinite number of fingers—belonging to chefs, students, apprentices and passersby—dip all day into the saucepans as the

endless tasting goes on.

Food values command no more attention than microbes in French cuisine. Once, watching the chef cook spinach without a lid and then pour away all the water, I murmured meekly something about vitamins escaping. "Vitamins!" Chef Bugnard screamed. "I am

CONTINUED ON NEXT PAGE

20



It's such fun, playing beauty shop with "Nanette". The lucky little mother who gets her can shampoo Nanette's hair again and again. She can curl it on Nanette's own curlers and set in any hair-do. Nanette has a winsome face with eyes that move appealingly. Her arms, legs, head and body are all plastic, won't crack, peel or chip—washable. And like all Arranbee dolls, she's made for years of active play. You'll find her and all the Arranbees at your favorite store; or write for the address nearest you.





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not a doctor. I am a chef. I have been a chef for 50 years and I haven't killed anybody yet. Who ever saw a vitamin may I ask? Vitamins!"

On the first day it was thrilling to think that we would be eating Cordon Bleu food for lunch. Our hopes were dashed. We ate only what they had selected to teach us to cook—food covered with rich sauces and creamy pâtisserie for dessert; no green vegetables, no salads or fruits. I soon learned why every Frenchman complains perpetually about his liver and why the larger eaters go to Vichy for periodic cures. Puerto Rico, never reserved about intimate details, pointed to various locations on his face and quavered, "Look, I'm breaking out here, here. All over."

We found it enlivening to encounter the productions and often the members of the 7 a.m. GI class. Usually four or five would still be there when we arrived, still cutting out the kind of delicate truffle shapes that garnish diplomatic dinners. Twenty-odd veterans attended these classes, the U.S. paying the tuition of 4,100 francs a week. Required to show up 25 hours a week, they apparently spent the rest of the time at the pinball machine in the bistro next door. Yet the GIs learned more cooking than even the French students

and liked to confound the chefs with short-order codes like "Voolez voo two blindfolds on a buttered shingle, chef?" With friendly irreverence they renamed that staid old white sauce known after the Marquis de Béchamel, as "Bechasmell." As they left for the pinball machine each day, they called, "Aw revoir. Cum on over for a Tass o'Mud. Okay? Wee?"

Two chefs alternated at the large

Two chefs alternated at the large classroom demonstrations. Three days a week we watched M. Carrelet, a 72-year-old bit of a chef with a rabbit mouth that worked inaudibly. His replies to queries were cryptic. Whenever he was asked the heat of the oven or the quality of the wine or the cut of the meat, he would counter with a judicious, "Çà dépend."

The other chef, young, sad-eyed Pierre Mengellate, had a magician's histrionic skill. He held the class's attention as he announced dramatically, hand held high, "Voici! A potato!" Daily he fell in love with his

dishes and murmured to them, "Look, everybody, at my lovely sauce. What beautiful color! It will be delicious. De-li-cious!"

TESTING always involves tast-

ing with fingers. Above: Swedish

cook-book author, taking a re-

fresher course, makes a sauce.

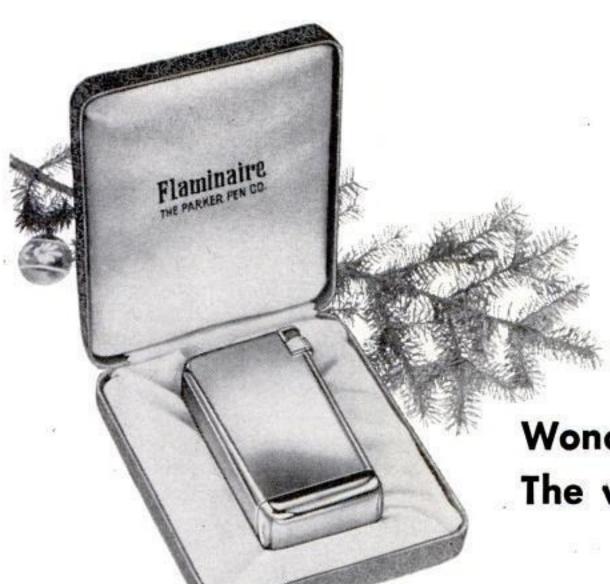
Nearly everyone seemed to take the classes very seriously. One French housewife watched an American stick a lanky finger over the counter into a *crevette* sauce and then suck reflectively. His blank face unnerved her. She pointed an accusing hand and raised her voice. "You don't like that! Americans don't like that sauce. You Americans don't understand French cuisine. It's marvelous, that sauce." Suddenly noticing that the class was watching her, she blushed and tried to make amends. "It's a matter of taste." She shrugged. "I just happen to like what is good."

Throughout the course one threat continually loomed over us: The Examination. We would be eligible in our last week for tests to win a primary, or lowest grade, Cordon Bleu diploma, either with a first or second degree rating—a diploma that has recently been abolished.

The examination was in two parts, an oral quiz on Thursday and a practical session on Friday. At the oral I did all right on Béarnaise and gelée but floundered on a sauce vin blanc for fish. Then Mme. Brassart threw me completely off base by asking what typically French meal I would cook and serve for six. After some stuttering I evolved a menu of consommé, tournedos Henri IV, fried potatoes, salad and chocolate soufflé. It was fatuously optimistic since I'd be unlikely at my present amateur state to spend the several days necessary for a proper consommé. I was dismissed with no hint of how well I had done in this first half of the examination.

After early breakfast Friday we were seated solemnly round the bare table which held a plate filled with bits of paper. From the plate we each had to draw our individual menu for the morning. Praying silently, I opened my assignment to read: blanquette de veau and endive Flamande.

First we wrote on a request slip the ingredients we thought ought to go in our dishes. The vigilant young lady assistants happened to turn their backs sufficiently for the more knowing students to



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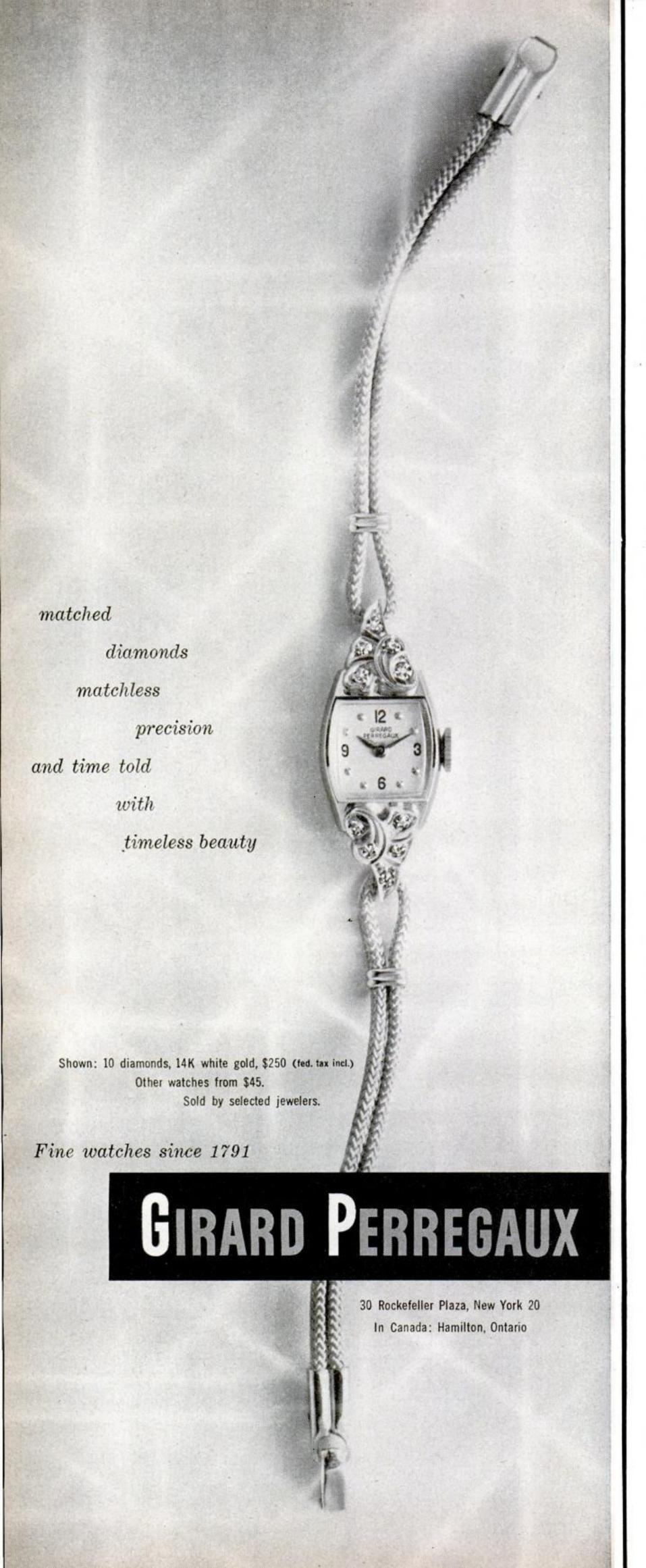
Never confuse the Parker Flaminaire with other gas lighters that may give two, three or four months of lights. It is the only pocket lighter that lasts a full half year... gives over 3700 lights..: without refueling. Yet you pay only \$12.50... although many delighted owners paid up to \$30.00! Choose your favorite color or chrome model at fine dealers everywhere.

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#### CORDON BLEU CONTINUED

whisper the necessary information to the unknowing. We turned in our request slips and descended to the kitchen.

On the tables, loaded with appropriate piles of food for our different assignments, I recognized my own bits of veal, endive, eggs and butter. The little room was much too small for all of us at once but we set to work immediately and frantically. The kitchen soon erupted into a melee of chopping, stirring and pushing. We got in each other's way, jostled for equipment, yowled as we grasped fiery hot saucepans from the oven, jumped as we received electric shocks from the stoves. Mme. Brassart came in to watch us as we worked, a silent, observant figure, surveying, testing, scaring us to death.

Fate had indeed been kind to me. Blanquette de veau is a veal stew with a few little onions, mushrooms, a carrot and a simple sauce suprême. Endives Flamandes are just braised in lemon and butter. With everyone else pushing frenziedly against time and disaster, I found it embarrassing to be standing around doing nothing. But idleness has its pitfalls. To look busy I went to the oven for a peek at my veal. I got another electric shock and dropped the pan on the floor, fortunately losing only a couple of onions. As I hastily retrieved my opus from the floor I met the silent watching eyes of Mme. Brassart. I looked distraite which would surely rate a strong demerit. Nobody was watching later on when, pleased as Escoffier himself, I made a fine sauce, remembering to add the sauce to the eggs, and not vice versa, and cook them in slowly.

It was difficult to keep track of what everyone else was doing in the general confusion. But next to me Puerto Rico was glaring furiously at egg whites that refused to whip for a spinach soufflé. Eventually, frustrated and enraged, he swept his strained spinach into the garbage pail, tramped out of the kitchen and out of the school.

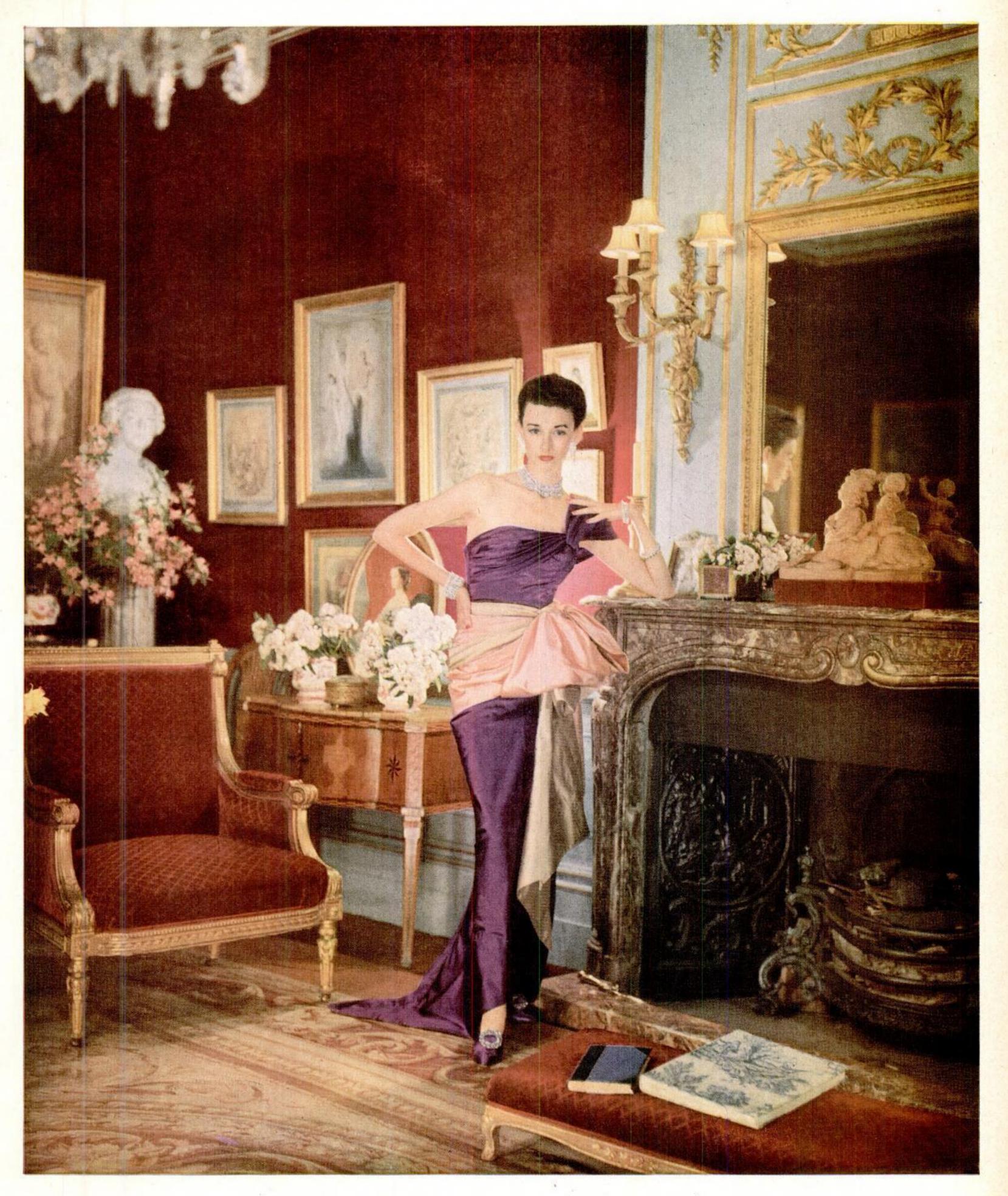
By noon we had finished and at lunch Mme. Brassart announced our results. Our French Mademoiselle was "accepted" with a first degree. Three people failed; two went down on croquettes, one on gnocchi. The rest of us were allowed to squeak by as "accepted," second degree.

In the afternoon we received our diplomas. That is, we were told we would get them and a drink of wine at 4:30. But Cordon Bleu's accustomed disorganization continued to the end. Not until 6 did Mme. Brassart arrive to hand out Cordon Bleu pins and diplomas. We had a quick look at the little cards blue-inked with our names and "Diplôme de Cuisine Bourgeoise," but no sooner had we grasped them than they were taken back. Chef Bugnard had not been around to sign them; they were not yet official and we would have to come back for them another day. But our names went down for history in the Cordon Bleu register.

When I finally got my diploma I was inclined to view it with mixed feelings. I could read a French menu and produce a number of French dishes. But I was still haunted by the recollection of a GI at one of the demonstration classes, dolefully contemplating a platter of cotelettes de mouton à la Seveillance. Addressing the concoction on the counter in front of him, he announced, "You've got three stoves going, also an oven. Your feet ache. And in the end what have you got?" He tore up his notes. "A lamb chop."



GRADUATION is a simple ceremony: Mme. Brassart gives student a diploma, a piece of cake and glass of wine.



Modess...because



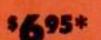


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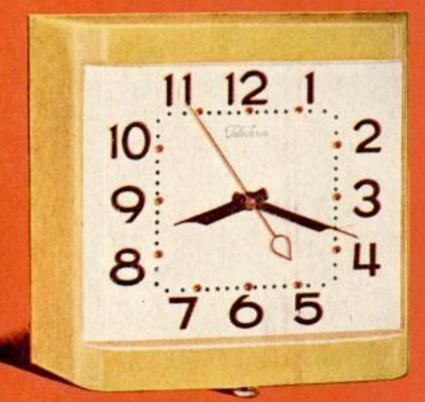
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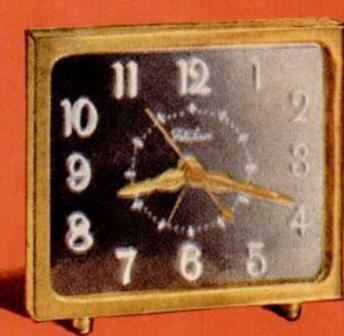


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JUBILEE-Color-styles your kitchen \$495\* with white, yellow, red, or ivorycolor case. Modern, clear-faced dial,





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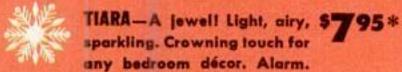


KIRKWOOD-Softly curved gold-color metal outlines dial against hand-polished mahagany finish case, Luminous dial. Alarm.

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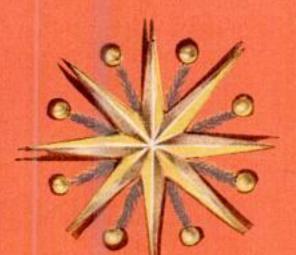


TRIBUTE—Gleam of burnished gold-color \$1095\*
metal in a cylindrical base. Suntint dial,
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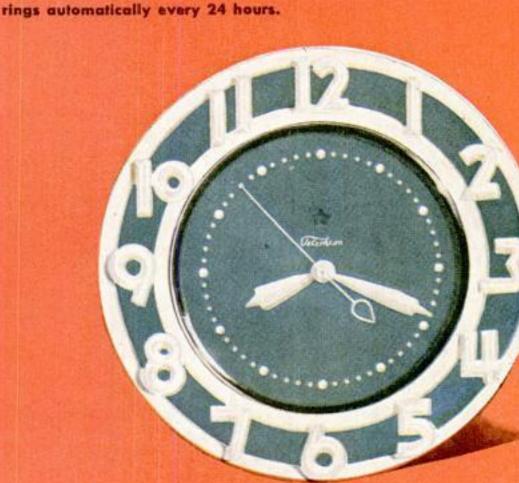
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Telechron electric clocks are silent. Need no winding,
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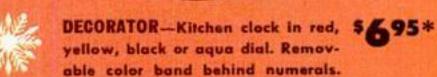
Motor is synchronized perfectly with electric power plants so it has to run right!

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If you hate putting your hands in greasy dishwater-how you'll love Tide's smooth, stay-clean suds! Those long-lasting suds are kind to hands-milder than ever before. Yes, Tide makes dishwashing so much pleasanter and easier, gets dishes so much CLEANER . . . no wonder more women use Tide than any other dishwashing product in the world!







ONE FOR LAUNDRY!



CHERE GABRIEL WALKER AS ANGEL GABRIEL WAITS FOR CHANCE TO BLOW BUGLE. "IF I BLEW IT NOW," SHE SAID, "EVERYBODY MIGHT RUN OUT OF CLASS"

# THE SAINTS COME MARCHING IN

## Miami parochial pupils dress up for original version of All Saints' Eve

Instead of marking Oct. 31 this year with pumpkins, cornstalks and witches, St. Michael's Parochial School in Miami, Fla. decided to return to the original meaning of Halloween, which is All Saints' Eve. Using old coat hangers, sheets, cardboard and gauze, almost all the 370 children in the school dressed up as saints. Sixty-six different saints were represented, and there were 38 Marys, 17 St. Michaels, 13 St. Annes.

All day long, school activities were angled toward saintliness, with first-graders playing a "Which Saint Am I" guessing game, thirdgraders in a variation of the donkey game pinning the wings on a saint, and fourth-graders in arithmetic solving the problem of how far St. Peter could walk in two hours if he did the mile to the Mount of Olives in one hour. There were crises when an aluminum-foiled St. Joan came apart and had to be repaired with Scotch tape, when St. Francis swiped David's slingshot. But second-graders had a fine time stoning the martyred St. Stephen with spitballs.



SAINTS FILE INTO SCHOOLYARD AT RECESS TO SEE OTHER GRADES' COSTUMES -

CONTINUED ON NEXT PAGE

### NACO SENSO WAS DESCRIBED

# The loveliest patterns of all... HOLMES & EDWARDS Sterling Inlaid Silverplate

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#### Child Saints CONTINUED



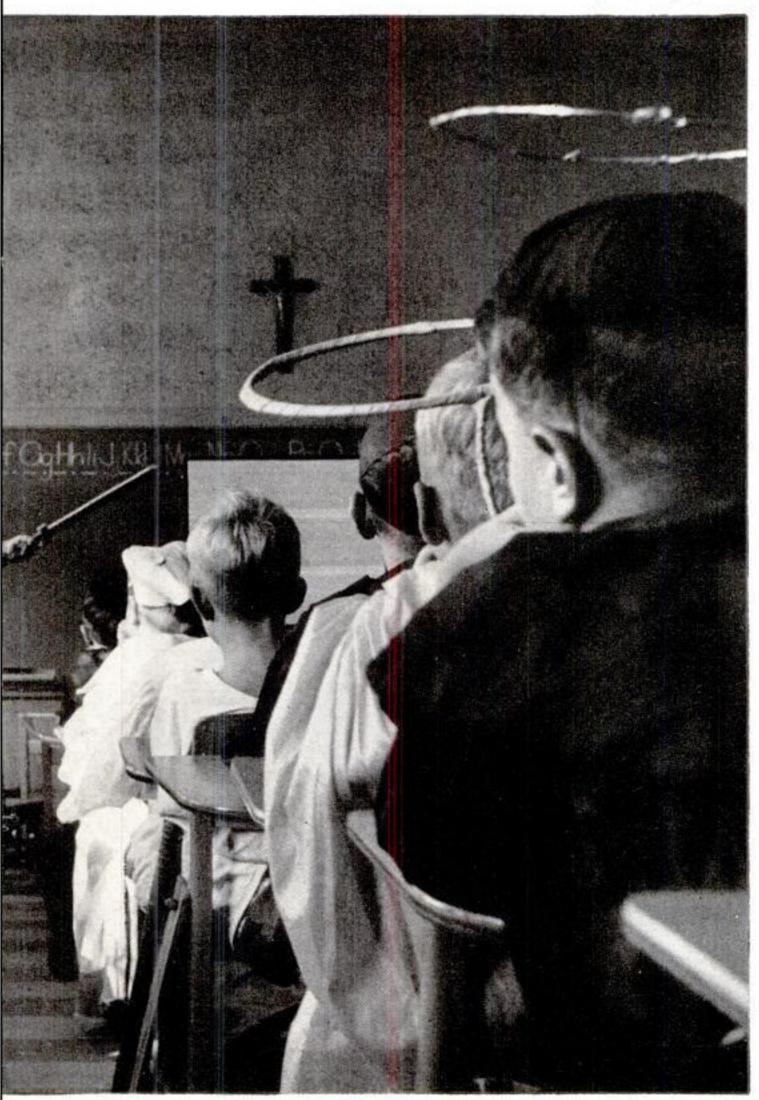
ST. CATHERINE OF SIENA, first-grader Yvonne Ruckman, plays saintly guessing game. Pupils tried to identify saints from short descriptive phrases.



ST. MICHAEL THE ARCHANGEL, who is school's patron saint, is played by Michael Yanoras, 6. When he got up to stand at head of class (above), so



ANOTHER ST. CATHERINE (5-year-old-Loretta Stokes) gives thanks for bountiful day. Fifteen minutes later children all received big bag of popcorn.



did Michael Brundage, who also played St. Michael. Said Yanoras, "It's my turn." Said Brundage, "I know, but I can't sit down or I'll crush my wings."

CONTINUED ON NEXT PAGE

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There is one big reason why Raytheon TV sets give clear pictures in distant fringe areas where other sets often give dim, "snowy" pictures. Raytheon designs and builds its own whisper-sensitive Tuner which picks up and amplifies even the faintest TV signals. Unlike many manufacturers, Raytheon does not purchase a stock tuner. Test Raytheon against any other set - prove it to vourself!

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TUNE IN John Cameron Swayze with the news, sponsored by Raytheon, NBC RADIO NETWORK Sunday afternoons. See local paper for time, station.

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Raytheon is also a leading manufac-turer of receiving tubes and picture tubes. Each Raytheon picture tube must pass 101 rigid tests to insure the

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Raytheon TV sets are manufactured by the Belmont Radio Corp., 5921 West Dickens Avenue, Chicago 39, Ill., a subsidiary of

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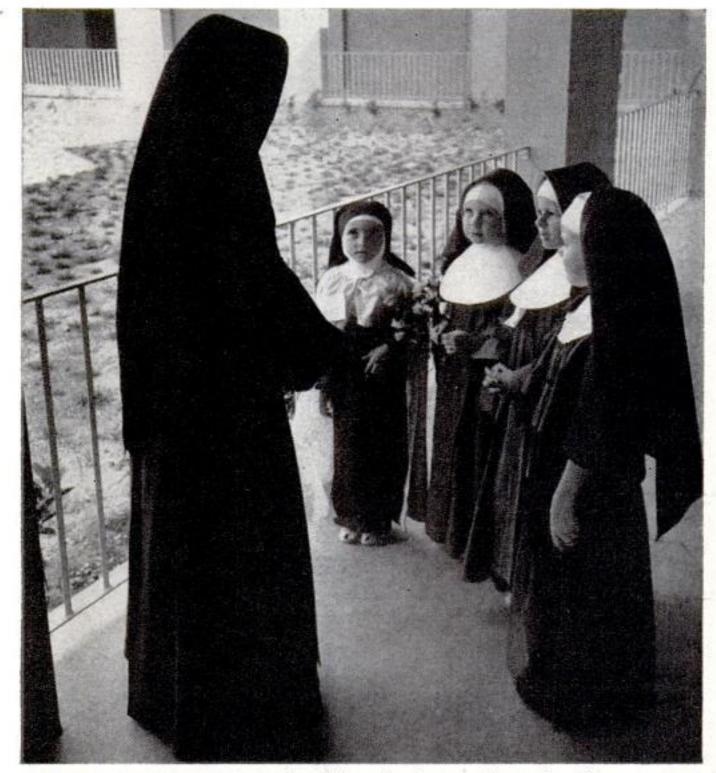
#### Child Saints CONTINUED



ST. PATRICK (Pat Weisbecker) in game says, "I chased saints from Ireland," meaning snakes. School priest wrongly guessed Pat was St. George.



ST. LAWRENCE (Lawrence Petrosky) carried grill. "My saint," he said, "was burnt and asked them to turn him over because this side was done."



FOUR SAINTLY NUNS—St. Claire, St. Jane and two St. Theresas—ask Sister Mary Remi a question. Later the first-graders tried drawing their idea of heaven. St. Francis Xavier, after gazing for a while at a rough, swirling sketch made by St. Barbara, announced, "It looks like undershirts to me."

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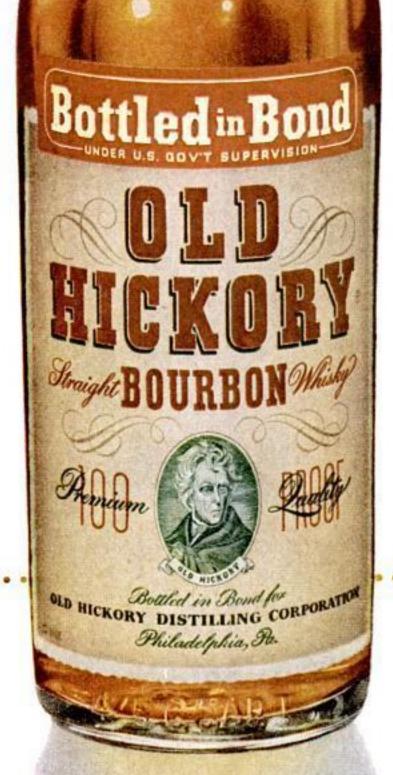


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HICKORY

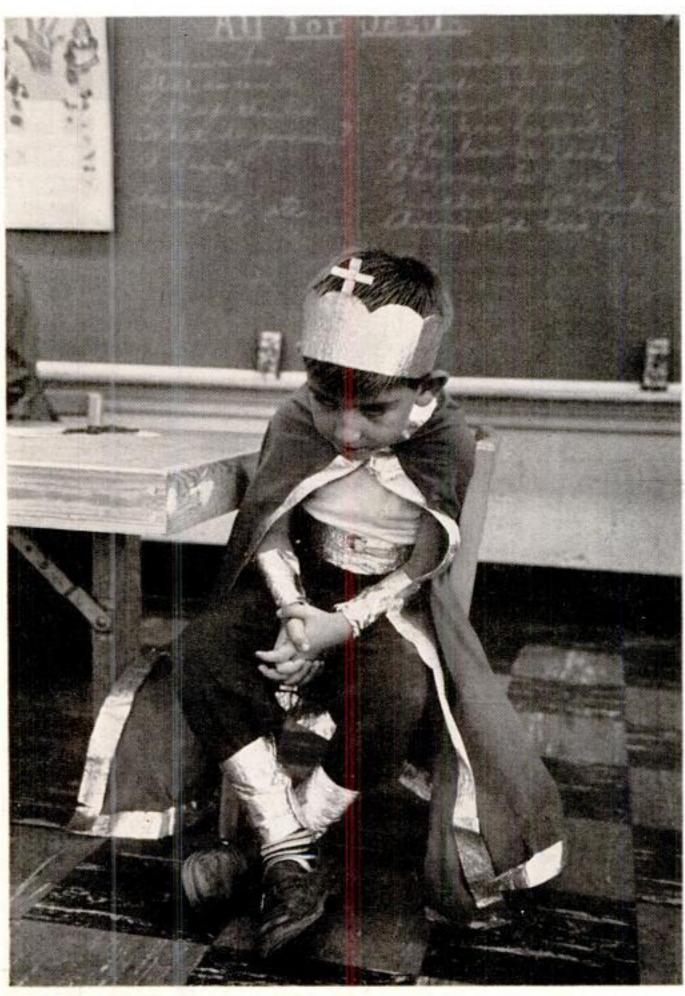
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#### Child Saints CONTINUED



SAINT'S SISTER, Deanne Veltri, 2, had no part in program. Mother dressed her anyway, let her wait. The kindergarten door opened and she walked in.



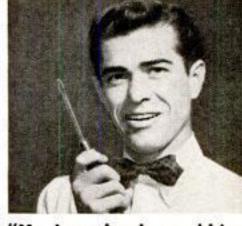
**EXHAUSTED SAINT,** King Edward the Martyr, portrayed by Edward Coster, 5, slumps in a seat after the strenuous excitement of morning's parade.



# BORAXO GETS OUT DIRT PLAIN SOAP CAN'T REACH!



"No matter how dirty my hands get working with machinery, Boraxo gets them clean quick —gets even my nails clean!"



"No long harsh scrubbing with Boraxo...it cleans hands clean in seconds...and Boraxo's easy on the hands!"



"Boraxo certainly does a really good job of getting ground-in dirt off my hands...plain soap isn't enough!"



Mother and the youngsters use Boraxo...it leaves skin soft and smooth. No smeared soap dish —and it saves on towels!



So quick and easy to use...
just wet your hands...pour on
fast-working Boraxo powder
...no hard rubbing necessary.



In seconds, creamy Boraxo gets hands—knuckles—even nails—really clean! Start your family using Boraxo right away!

ANOTHER FAMOUS "20 MULE TEAM" PRODUCT



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IN ALL ARE MADE BY BORG-WARNER

### Signall Energy GIVING OYSTER HOISTERS A BIG BOOST ... MAKING REFRIGERATORS PULL ON THEIR OWN COATS ... FEEDING STRETCHING THE DISTANCE STOPS! FUEL TO THE FLYING FIREPOTS! IN SO MANY WAYS B-W SKILL AND INGENUITY TOUCH THE LIFE OF ALMOST EVERY AMERICAN EVERY DAY \* FOR EXAMPLE: 19 OUT OF THE 20 MAKES OF MOTORCARS CONTAIN ESSENTIAL PARTS BY BORG-WARNER . EVERY COMMERCIAL PLANE AND MANY SHIPS AFLOAT HAVE ABOARD VITAL B-W EQUIPMENT. 9 OUT OF 10 FARMS SPEED FOOD PRODUCTION WITH B-W EQUIPPED MACHINES. AND MILLIONS ENJOY THE OUTSTANDING ADVANTAGES OF B-W HOME EQUIPMENT AND APPLIANCES. THE ENGINE TURNS - WHEN IT IS EQUIPPED WITH AN AUTOMATIC OVERDRIVE, PRODUCED FOR LEADING MOTORCAR MAKERS BY B-W'S WARNER GEAR . THAT MEANS MAGNETIC PAIN YOU SAVE GAS. UP TO 3 MILES IN EVERY 10 ARE "FREE" FOR REFRIGERATORS! THE TOUGH, GLEAMING FINISH ON FAMOUS B-W NORGE REFRIGERATORS STARTS WITH A SPRAY OF ELECTRICALLY CHARGED PAINT. AS DOORS AND PANELS MOVE PAST THE SPRAY, PAINT PARTICLES ARE DRAWN MAGNETICALLY TO THE BARE METAL. THEY ARRANGE THEMSELVES IN A SMOOTH, EVEN COAT TO PROVIDE A PERFECT BASE FOR THE LUSTROUS SURFACE ENAMEL. MEW KILLER-JET STRIKES BY NIGHT! THE F3D IS NEVER IN THE DARK, EQUIPPED WITH THE LATEST RADAR EQUIPMENT, THIS NEWEST NAVY FIGHTER WILL LOCATE AND DESTROY ENEMY PLANES IN PITCH BLACKNESS - EVEN 8 MILES UP. AT A TOUCH OF THE THROTTLE, TWO PRESSURE-LOADED PUMPS FROM B-W'S PESCO INSTANTLY POUR ON THE

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FUEL TO KICK UP THE SPEED TO

SKY-SCORCHING LEVELS.

HEADMASTER'S OFFICE is in main hallway of school building. In this way Boyden (shown above

sitting with his back to the fireplace) keeps himself readily accessible to any boy who wants to talk to him.



AT MARCHING REHEARSAL for the band on road leading to the athletic field, the headmaster has

to run to keep up with the long-striding bandsmen. The band plays at all football and basketball games.

# The Head' Begins His 50th Year

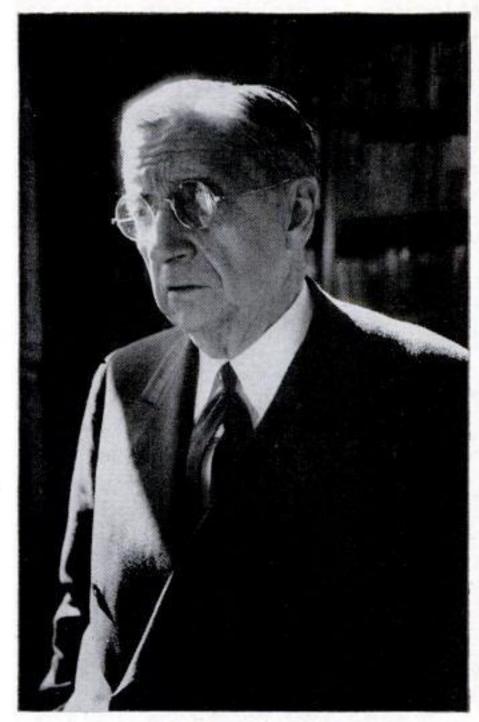
#### BOYDEN OF DEERFIELD

The prominent place private schools occupy in U.S. education is largely the result of the activities of a group of great headmasters of the past half century-men like Perry of Exeter, Father Sill of Kent, Endicott Peabody of Groton and Horace Taft of the Taft School, who built up their schools as reflections of their own personalities. Most of these leaders have passed on or retired and today only one of comparable stature remains active. He is Deerfield Academy's Frank Learoyd Boyden, a small, hunched-over figure in steel-rimmed spectacles and a dark blue suit—the antithesis of the hale and hearty New England headmaster of popular legend. When 22-year-old Frank Boyden arrived in Deerfield, Mass. fresh out of Amherst College in the fall of 1902 to take over the dilapidated, 14-pupil town academy, no one thought he would last long at the job. But this is his 50th year at it, and in the intervening years the school has grown to 476 students and an unquestioned place among the top four or five college preparatory schools in the U.S.

Boyden's success as a headmaster can be attributed largely to his unceasing attention to every last detail of school life. All final decisions rest with him, from issuing boys' week-



DICTATING before breakfast, Boyden leans on a fire screen specially built so that he can sit on it.



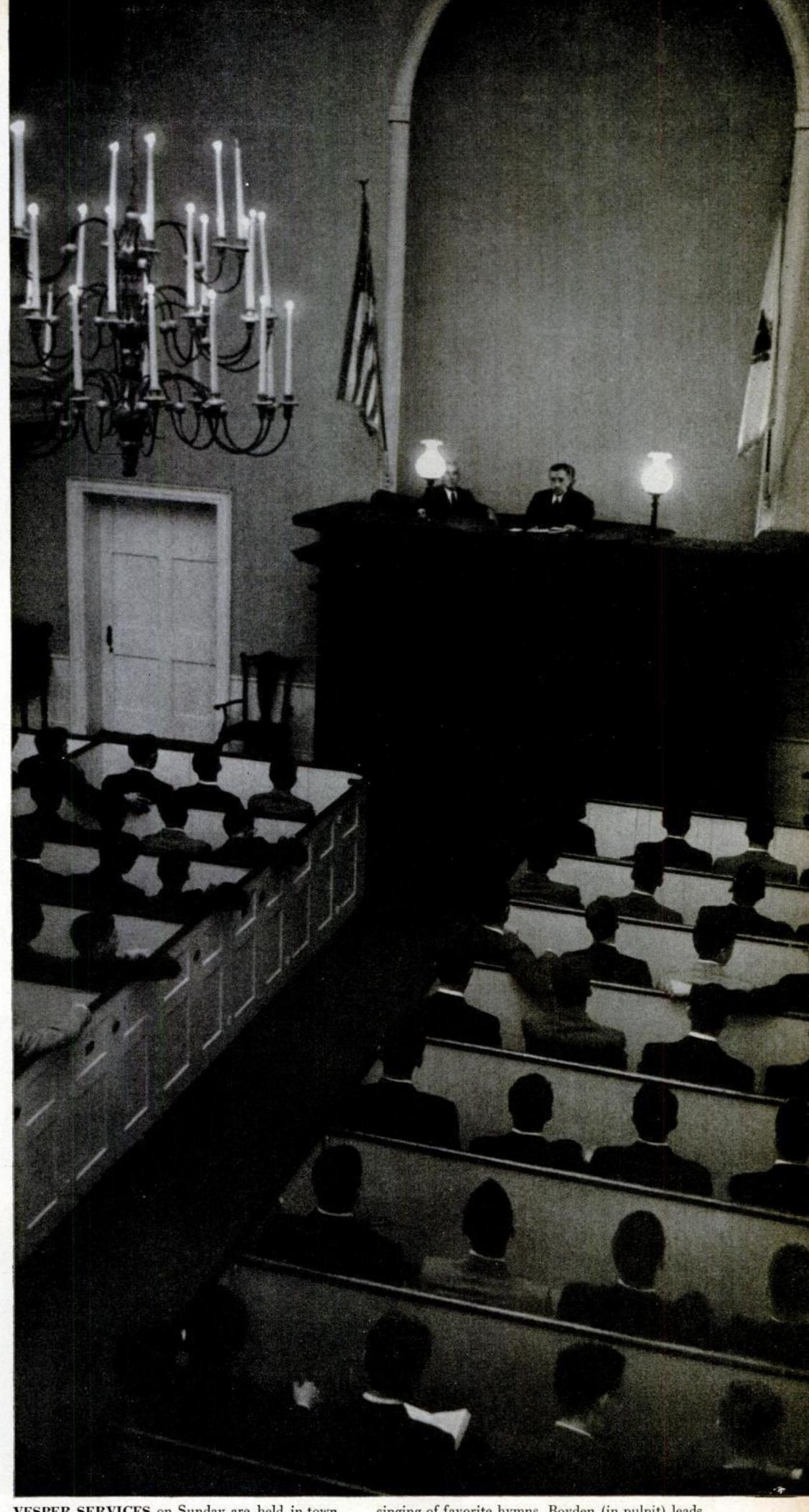
AT 72 BOYDEN'S HAIR IS JUST GRAYING

#### IS AS SPRY AS EVER

end permissions to deciding which buildings should be lighted for visitors at night. To have time for all this he rises every morning at 6:30 and works right through until after midnight. When he is not dictating letters to one of his secretaries he may be inspecting a new building, checking on a new issue of the school paper, conferring with boys who have scholastic or disciplinary problems, acknowledging gifts, greeting alumni or planning a new fund-raising project. Parents asking for scholarships receive a thorough inquiry into their ability to pay and then an admonition never to tell their boy that he is on scholarship, because the headmaster doesn't want any boy "trying hard just to show his appreciation to me." Almost every day Boyden receives letters or calls from some of the nine Deerfield teachers who have gone out to become headmasters of other schools. Several times a day he may duck across the hall and catch a 15-minute nap; otherwise he blithely runs through a schedule that would exhaust a much younger man. At 72, however, Boyden likes to explain his success in far simpler terms: "I'm just a simple, ordinary person," he says, "but I like people, and I've been privileged to know some of the grandest boys in the world."



VISITING INFIRMARY, headmaster sees Peter Clark, ill with grippe. Infirmary was built in 1948.



VESPER SERVICES on Sunday are held in town church and consist mainly of very loud and rapid

singing of favorite hymns. Boyden (in pulpit) leads the responsive reading, calls out hymn numbers.

# When the Cornelius Vanderbilts ONTERTAIN...



The cocktails are always wonderful - and ready!

Cornelius Vanderbilt, Jr., world-famed globe-trotter, journalist and host says: "Our guests often comment upon the excellence of Heublein's ready-mixed cocktails—and the speed with which they magically appear. They make entertaining easy-and enjoyable.

# Served in America's finest homes

Do as the Vanderbilts do when you entertain. Just add ice to Heublein's ready-mixed cocktails and serve. Or pour them directly over ice cubes in an Old Fashioned glass and serve them "on the rocks"—the fast, new, fashionable way.

Eight kinds—all superb in quality and correctly mixed—the liquors intermarried and pre-blended for exceptional smoothness.

Nothing to add but the verdict: Excellent!

#### ALWAYS READY - ALWAYS RIGHT!

MANHATTAN, 65 proof • WHISKEY SOUR, 60 proof • STINGER, 60 proof EXTRA DRY MARTINI, 65 proof • GIBSON, very dry Martini, 75 proof SIDE CAR, 60 proof • DAIQUIRI, 60 proof • OLD FASHIONED, 70 proof G. F. Heublein & Bro., Inc., Hartford, Conn.

# Heubleins Ready-to-serve \*\*COCKTAILS\*\*

## HIS SECRET: NO THEORIES



AS A FIRST BASEMAN IN 1906

Wearing a shy smile, Frank Boyden recently told an interviewer, "Everything seems so simple to me because I was never tied up with theories of education." The truth is, however, that Deerfield's headmaster has always known exactly what he was doing and what the school's job should be. An anecdote he loves to tell concerns one of his first days at the school. "The boys were big and all from nearby farms. One huge young man said he'd heard I was a ballplayer. We went outside and threw a ball at each other as hard as we could. I had a glove and finally he called it quits. I was in." Boyden played first base on the school team (left) until 1920, quarterback (weighing 116 pounds) on the football team until 1916. He still coaches basketball and baseball and has always tried to keep his boys as busy and active as he is. But with this demand for industriousness goes plenty of sympathy for boys in trouble. "I never call a boy to my office after 6 o'clock in the evening. I don't want him going out in the dark carrying bad news." And he

is famous for giving students a second chance. "If a boy needs to be expelled, he needs more to stay here."

"The Head" has always emphasized character and personality more than intellectual prowess. "The world needs men with leadership and self-assurance," he says. "If we can give this to a boy, the algebra and history will take care of themselves." The school has no rule book; boys are expected to act sensibly; if they get into trouble, the short talk they get with The Head can make them feel more foolish than working off a penalty. "Our boys are in an acceptive age. Later on, in college, they will want to dispute and discuss, but here they simply want to take things in. It's important for us to give them the right impression to take away." Boyden is impatient of all bickering between the advocates of private and public education. "We both have our different work set out for us, and there's no point in our trying to fight each other. The job we have to do is more than the two of us can handle anyway."



WITH HIS WIFE, Helen Childs Boyden, headmaster stands outside school office. Mrs. Boyden teaches chemistry, got honorary degree from Smith in 1939.

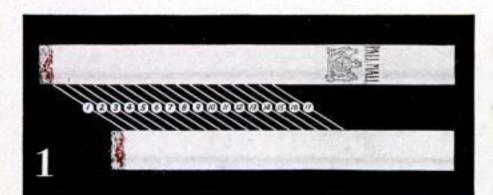
CONTINUED ON PAGE 108

# Guard Against Throat-Scratch

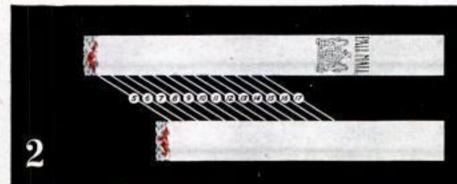
enjoy the smooth smoking of fine tobaccos

## Study this Puff Chart:

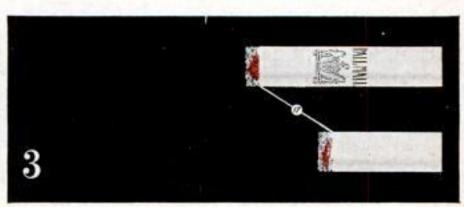
### PUFF BY PUFF YOU'RE ALWAYS AHEAD WITH PALL MALL



The further your cigarette filters the smoke through fine tobaccos, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.



Again after 5 puffs of each cigarette your own eyes can measure the extra length for extra mildness as the smoke of PALL MALL's traditionally fine tobaccos is filtered further. Moreover, after 10 puffs of each cigarette...



... or 17 puffs, Pall Mall's greater length of fine tobaccos still travels the smoke further—filters the smoke and makes it mild. Thus Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Wherever you go today, you will see more and more people smoking PALL MALL—
the cigarette whose mildness you can measure.





No three words ever meant so much to so many people...

# I Want You

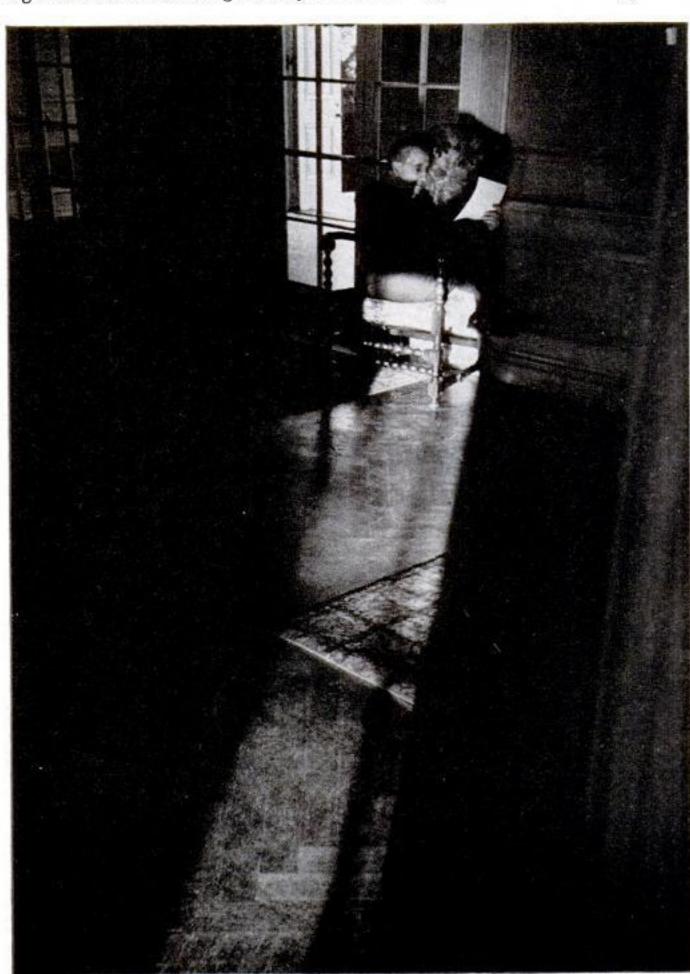
... SOON FROM SAMUEL GOLDWYN





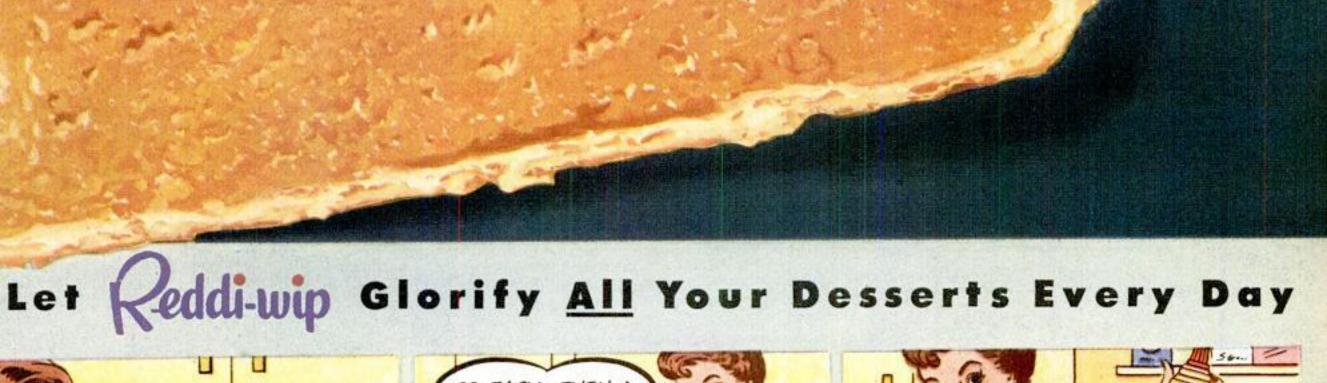


IN HIS BUGGY "The Head" goes for a ride every afternoon, touring playing fields and surrounding countryside and talking with friends and neighbors.

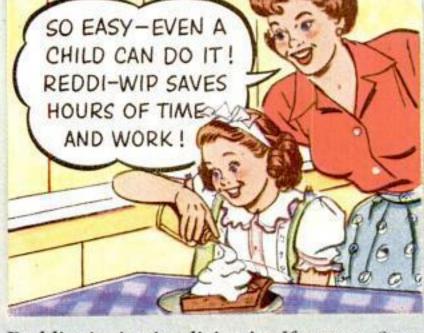


IN SCHOOL BUILDING in the late afternoon the slanting sun picks out the headmaster curled up in a chair, attending diligently to a school problem.











Reddi-wip is simplicity itself to use. Saves time, saves work, saves money. Just touch the spout and out swirls the exact amount of fresh-whipped cream you want—whipped automatically to your order! No waste—no left-overs!

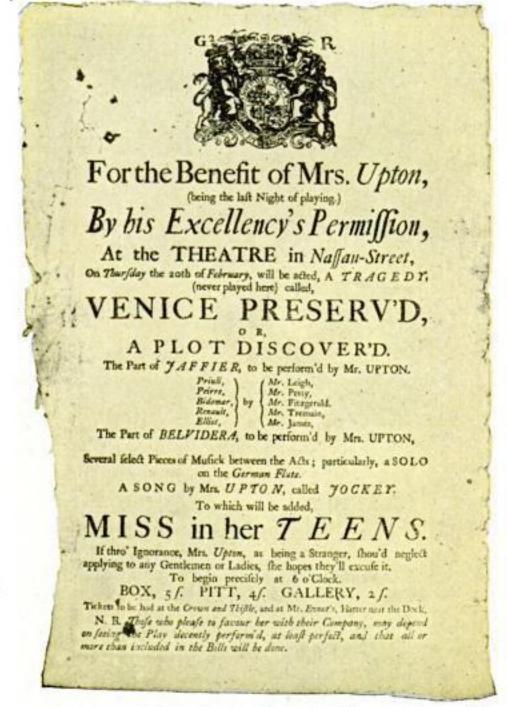
Once you try Reddi-wip and see how wonderfully thrifty it is, you'll want to use it regularly. Reddi-wip stays fresh in your refrigerator for days. Insist on genuine Reddi-wip—made with pure, fresh cream.



IDOLIZED ACTRESS Fanny Kemble, who belonged to the great English stage family of Kembles, created a sensation in America when she portrayed Juliet in 1832. This engraving of balcony scene was framed and hung in many a genteel home, helped diminish the notion that stage folk were not altogether respectable.



"SCHOOL FOR SCANDAL," a favorite in America, was painted by William Dunlap, manager of New York's Park Theater when play was given there about



FIRST AMERICAN PLAYBILL complete with actors' names was printed for production in 1752.

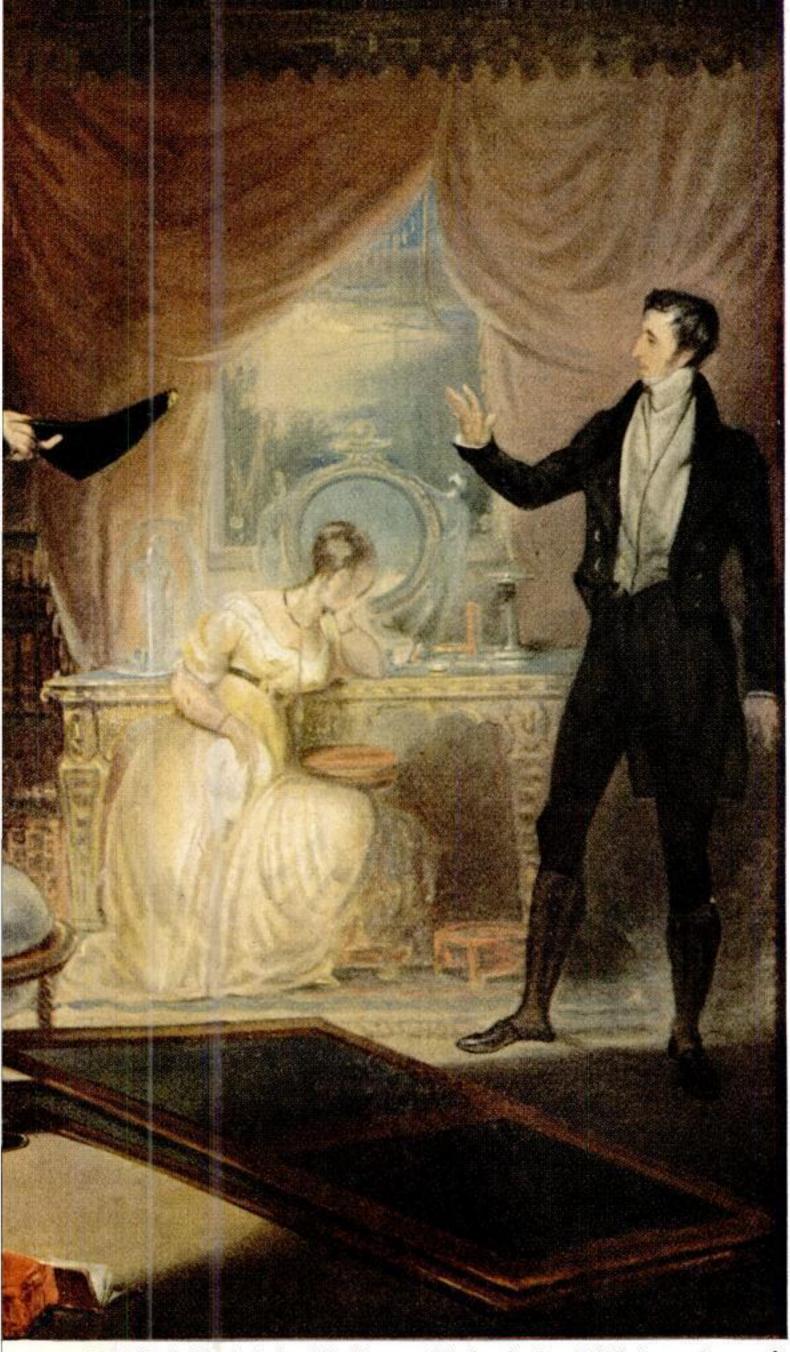
# 200 YEARS OF

### To celebrate a stage anniversary, LIFE turns the spotlight

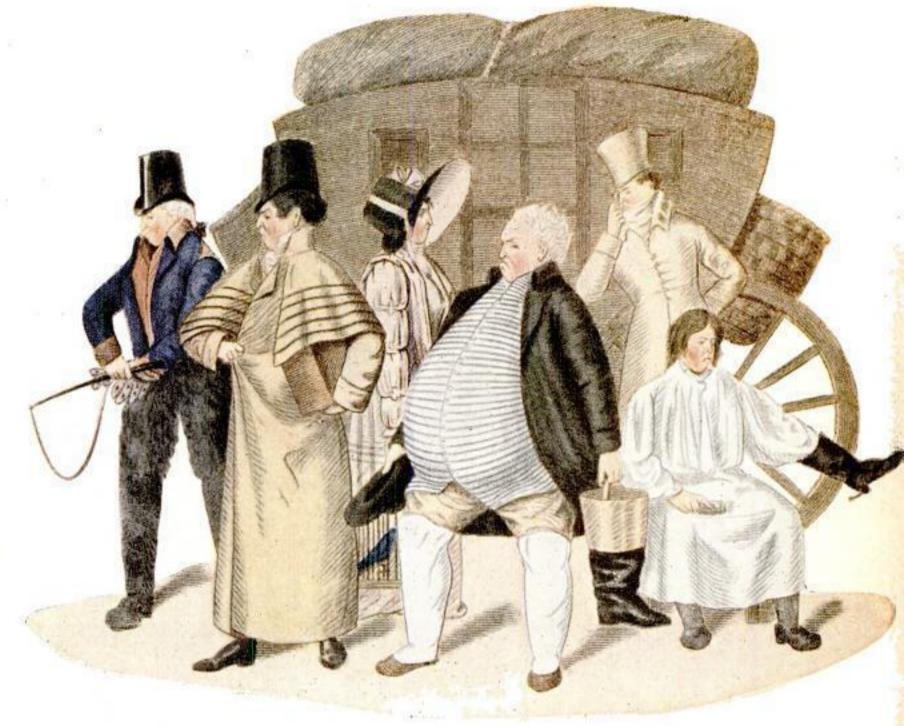
Show business in America began almost as soon as American settlers had time to sit down and see a play. It grew, after being called a child of sin, into an obstreperous youth and, in the past few decades, into a fitful maturity. This year the U.S. theater is looking back on its past and celebrating a 200th anniversary. The anniversary is based on a fact that looms larger in the professional theater than it does to the casual playgoer. In 1751 an actor's name was advertised for the first time in the American press. But the theater had been sporadically active before this. The first English play written in America was by Anthony Aston, who in 1703 returned to South Carolina after an unhappy military exploit. Aston wrote, "We arrived in Charles-Town, full of Lice, Shame, Poverty, Nakedness and Hunger: I turned Player and Poet and wrote one Play on the Subject of the Country." It was called *The Fool's Opera*, but nobody knows now whether it was a hit.

By 1753 New York offered a seven-month season of classical drama, given at the Nassau Street Theatre, along with displays of wire-walking and female fortitude—a Mrs. Dugee lifted a 300-pound anvil "by the Hair of her Head." In those days the plays of Shakespeare and Congreve mingled unsnobbishly with circus and sideshow acts.

Audiences were highly excitable. Actor David Douglass, who took over the noted Hallam acting company, put an ad in the New York Mercury offering a reward of a pistol "to whoever can discover the Person who was so very rude to throw Eggs from the Gallery, upon the Stage last Monday, by which the Cloaths of



1810. Lady Teazle (above) is discovered by her husband (left) in another man's room. Husband is acted by Joseph Jefferson, grandfather of famous Joe Jefferson.



MANY-FACED ACTOR Charles Mathews from England made a great hit visiting America in 1822. In his famous skit, "At Home in the Diligence," Mathews appeared in half a dozen different disguises, pictured in the etching above, which he whipped on and off as he impersonated all the riders in a stagecoach.

# U.S. THEATER

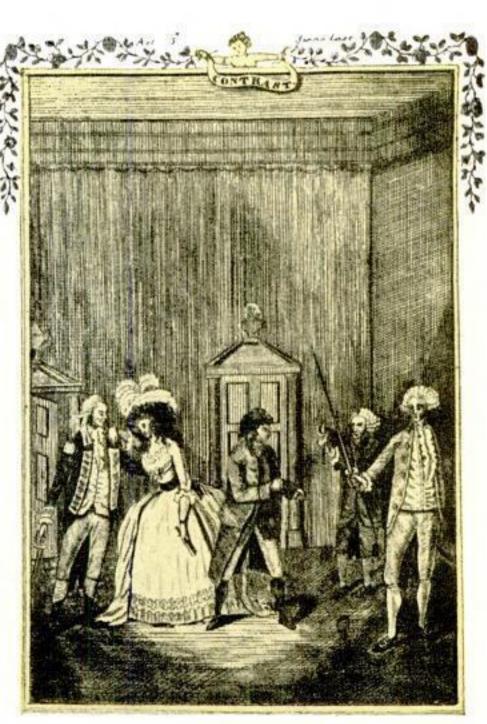
### on its sinful infancy, obstreperous youth and fitful maturity

Spoiled." Actors also had troubles up in New England. In order to get performed, Othello had to be billed as a "Series of Moral Dialogues in Five Parts." In 1778 Congress denounced stage shows because of their "fatal tendency to divert the minds of the people from . . . the defense of their country." Nevertheless, General Washington was an ardent playgoer, and after becoming president gave many theater parties. His favorite works were School for Scandal and a comic opera called The Poor Soldier.

As the frontier moved westward the actors followed. In backwoods towns fine ladies planted their bustles on hard benches to suffer through five-act tragedies. By the end of the 19th Century, America was thoroughly stagestruck. Hundreds of road shows played in every

"Opry House," and cities like Milwaukee or Des Moines had resident stock companies. With few exceptions, the plays of the day were godawful. Villainy and virtue were ludicrously simplified. Actors ranted and rolled their eyes. But the theater was full of genuine folk humor from its Irish, Jewish, German and Negro comedians. It got a whiff of cosmopolitanism from such European imports as Modjeska and Bernhardt, and it offered English nobly spoken by its Drews and Booths.

The furor and flavor of the theater survives today in old posters, engravings, paintings and photographs. Digging around in archives all over the country, LIFE has collected this scrapbook, which it presents herewith as an informal record of some flamboyant, rambunctious and wonderful moments of the American stage.



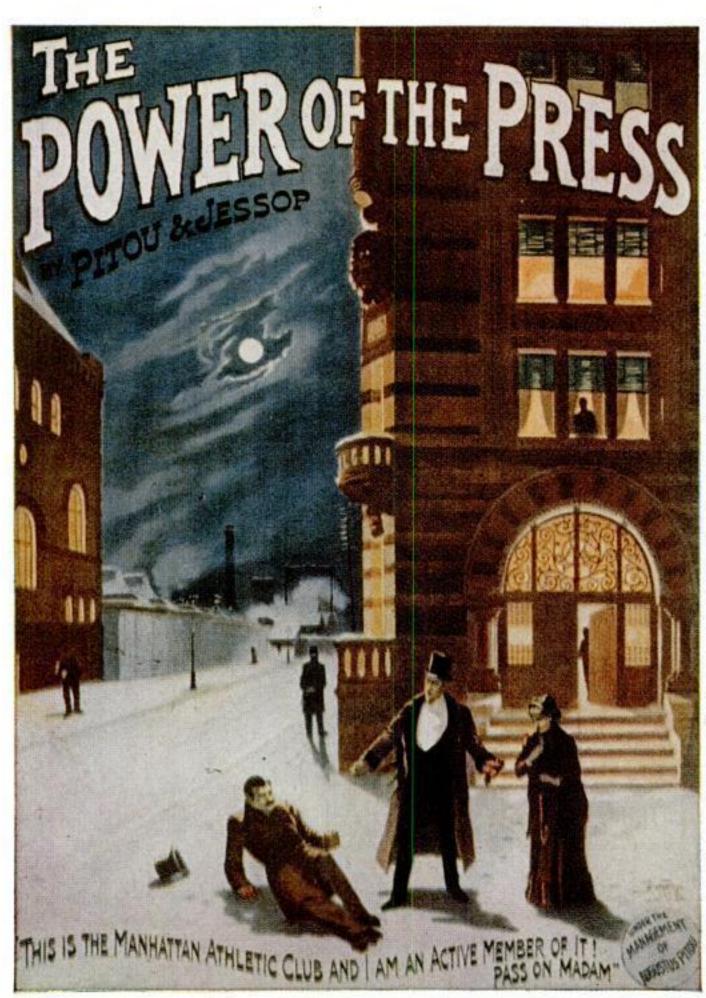
FIRST COMEDY BY AMERICAN produced professionally was Royall Tyler's *The Contrast*, in 1787.

# THE CHERRY PICKERS BY JOSEPH ART HUR LUST RIVER ON THE WABASH ON THE WABASH

"BROTHER YOU ARE AVENGED!

A RIP-ROARING RESCUE climaxed an 1896 melodrama called *The Cherry Pickers*, named after red breeches of English hussars who are villains of the play.

Here the Eurasian heroine drags her lover, Nazare, away from a cannon fired by a prisoner who is trying to avenge his brother, whom Nazare had slain in battle.



PROTECTIVE MALE named De Wit Norwood had big slugging scene in 1891 play. A stalwart Athletic Club member, he trounced a cad who annoyed a lady.



PROTECTIVE FEMALE in this 1893 blood-and-thunder scene kept the villain from releasing the pile driver that would have crushed her husband's skull.



ROSE COGHLAN impersonated a gay lieutenant in *Dorothy's Dilemma*, had to unmask when plied with liquor.

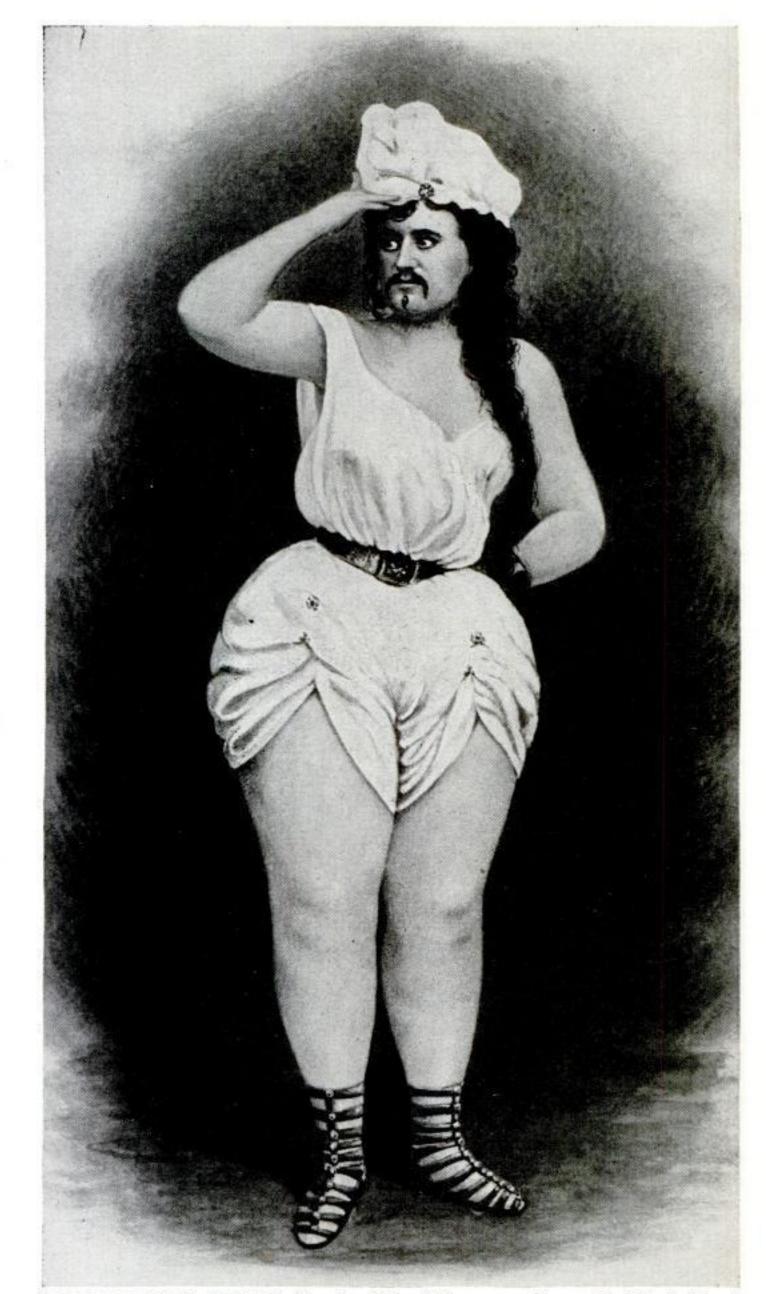


MRS. MACREADY, chafing at limitations of sex, played Shakespeare's Shylock with much hair, little success.

### TOTS AND BEARDED LADIES

Midway in *Huckleberry Finn*, Huck and his cronies put on a show featuring an attraction advertised as the Royal Nonesuch. An all-male audience gathered to see the wonder which turned out to be an old codger "... a-prancing on all fours, naked ... painted all over, ring-streaked-and-striped ... as splendid as a rainbow." He came and left quickly and the audience, realizing that they had fallen for a bit of hokum, slunk away.

The taste for a Nonesuch—any outlandish bit of nonsense—was strong among Americans in the last century and colored the whole early history of the U.S. stage. People were famished for entertainment, so anybody who could do anything, and many who couldn't, got in the act. Hundreds of lurid melodramas (opposite page) not only toured the backwoods but flourished on Broadway. Genteel spectators liked to imagine their entertainment was educational, so there were many traveling elocutionists who gave readings from the classics. Some were women who donned beards and dressed as men; some were children who dressed as adults and mouthed Shakespeare. If audiences had low taste, it was not altogether their fault. A few native dramatists like Clyde Fitch and William Vaughn Moody sometimes wrote a not-too-trashy play, but primarily the theater owed its existence to the gusto of the actors and the gullibility of the audiences.



"THE FRENCH SPY" had husky Helen Western as brave Matilde de Merci who posed as an Arab (above) in order to filch military secrets from a sultan. Her daring disguise was publicly denounced as something "men pay any price to see."



A MARQUIS was enacted by Louisa Lane, 8, later grandmother of Ethel, Lionel, John Barrymore.



PUCK in Midsummer Night's Dream was acted by Fay Templeton, 8, who grew up to be operetta star.



RICHARD III was portrayed with a sinister sneer by Ellen Bateman, 7, who also ripped into Macbeth.



THE BLACK CROOK, a sensation in 1866, was the first big, long-run musical extravaganza ever produced in the U.S. This backstage engraving shows chorus girls climbing to a catwalk where a stagehand (top right) attached wires to them

so they could "fly" in an aerial ballet. On the opening night some ladies in the audience walked out, shocked at seeing girls in tights, and thereafter some female spectators were veils to keep from being recognized at so sinful a spectacle.







TOURING "TOM SHOWS" LURED CUSTOMERS BY POSTERS LIKE THESE, AND STREET PARADES WITH PEACEFUL GREAT DANES LABELED AS WILD BLOODHOUNDS

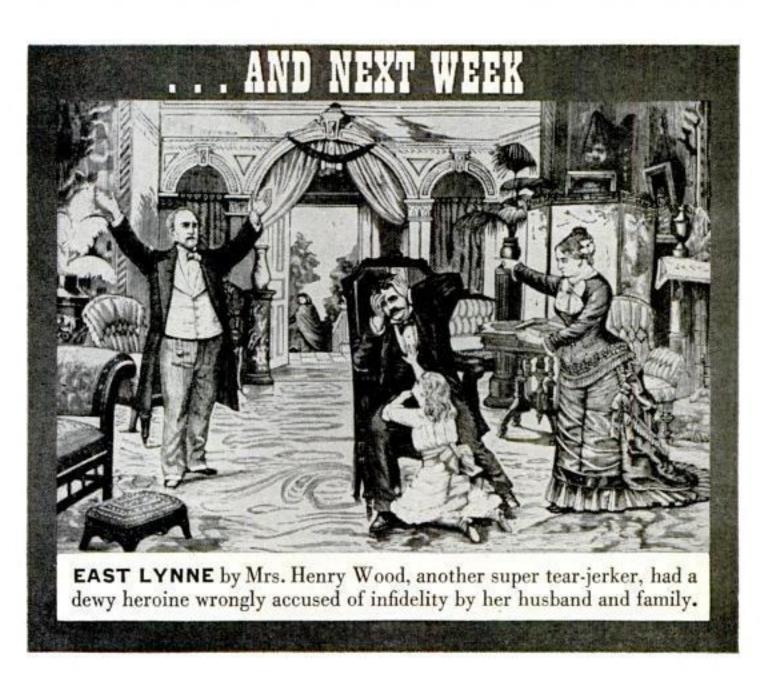


IN A MEMORABLE SCENE WICKED SIMON LEGREE WHIPS OLD UNCLE TOM IN A COTTON FIELD UNDER THE HORRIFIED EYES OF ANOTHER POOR SLAVE, CHLOE

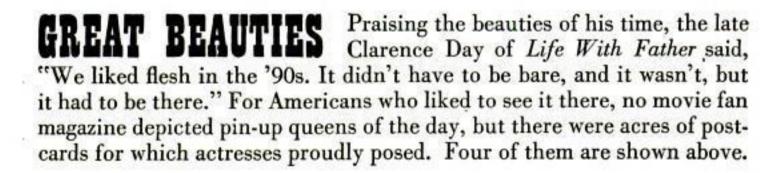
### THE TOM SHOW MARCHES ON

First came the gaudy posters all over town: Little Eva in Uncle Tom's lap, Eliza crossing the ice. Then on the day of the show came the rumbling wagon caravan which unloaded either at the Opera House or into their own tent. At noon there was a street parade of gilded gingerbread vehicles carrying two bands—one Negro, one white. Actors bowed from carriages, and townspeople cheered or hissed. At night the troupe put on "Uncle Tom's Cabin, based on Harriet Beecher Stowe's immortal novel."

The first successful Tom Show was written in 1852 for G. C. Howard, a Troy, N.Y. theater owner who thought his tiny daughter Cordelia would be terrific as Little Eva. She was, and the Tom Shows spread like prairie fire. In the same year the New York Herald warned that the play would "... poison the minds of our youth with the pestilent principles of abolitionism." But while Uncle Tom owed its first appeal to its highly emotional attack on slavery, it was loved in years to come mostly as a spectacle. The Tommers operated like minnesingers or troubadours, handing down their oral versions from one troupe to another. Some shows lasted five hours, boasted of 50 scenes, 200 jubilee singers and "an icegorged river—Nature herself imported." Uncle Tom ran continually for more than 90 years and is truly called "The World's Greatest Hit."









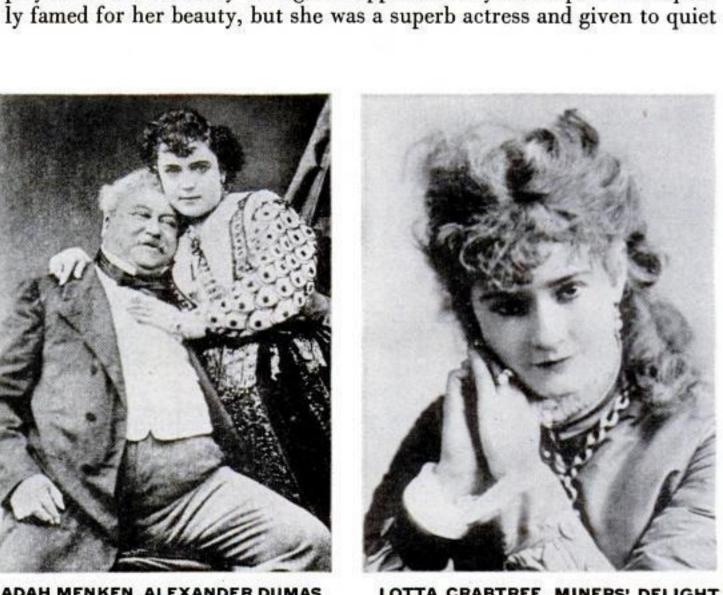
JOE JEFFERSON AS RIP VAN WINKLE



**EDWIN THOMAS BOOTH AS HAMLET** 



ADAH MENKEN, ALEXANDER DUMAS



LOTTA CRABTREE, MINERS' DELIGHT

GREAT PERSONALITIES While other nations have idolized their royal families, Americans have relished the royal families of the theater and discovered that actresses are more fun than duchesses. Adah Isaacs Menken was not a celebrated beauty, but in Mazeppa she created a furor as she risked her life "in a state of virtual nudity when she was bound to the back of a wild

horse." Traveling abroad, more comfortably, Adah became a friend of Charles Dickens, had affairs with the French novelist, Alexander Dumas (above) and Poet Swinburne. Lotta Crabtree, on the other hand, made her conquests in California mining-camp theaters and was worshiped for her comic singing and dancing. She often traveled with her mother and was seen sitting alone in the back of a railroad coach moodily puffing a cigar.

Glamour was a well-understood commodity. Lillian Russell, who sang

in musical shows, exercised on a gold-plated, diamond-studded bicycle given to her by Diamond Jim Brady. She wore a \$3,900 corset which took

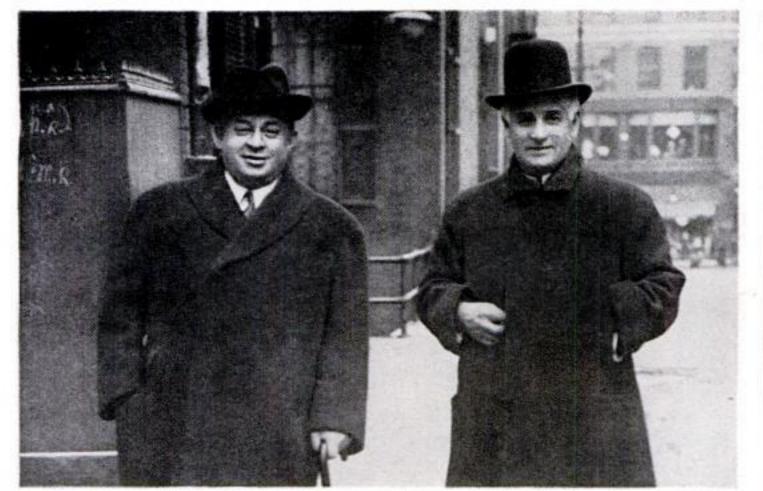
her an hour to wiggle into. She adored horse racing, poker, food, and displayed herself tirelessly on cigar wrappers. Fanny Davenport was equal-





LILY LANGTRY HAD SCORES OF ADMIRERS, INCLUDING PRINCE OF WALES

living, so she never got herself much talked about. England's elegant Lily Langtry, a mediocre actress, made a killing in America. Overnight she had a social triumph in New York, established credit at Tiffany's and acquired the world's largest ruby and a stomacher encrusted with black and pink pearls. Lily ate like an ox (an after-theater snack included a huge beefsteak, kidneys, fried potatoes, porter) but always looked dainty.



SHOWMEN CHARLES FROHMAN, DAVID BELASCO WERE KINGS ON BROADWAY

But if Americans were titillated by such individual peccadillos, they were impressed by established theatrical clans like the Jeffersons, Booths and later the Barrymores. They revered Actress Maude Adams—who now lives in Columbia, Mo.—almost as if she were a saint. Producers like Charles Frohman and David Belasco made show business seem very solid indeed by investing their own wealth (unlike today's producers) in scores



MELODIOUS ANNA HELD SERVED UP SEX WITH A PIQUANT FRENCH SAUCE

Not quite so gorgeous but just as tempting was little Anna Held. Anna specialized in French-accent songs, and her Won't You Come Play Wiz Me? made every American male feel he had been invited to a deliciously naughty rendezvous. Anna was inordinately proud of her tiny wasp waist and had one rib removed to make it smaller. This hastened her demise. Doctors said that she had almost literally squeezed herself to death.



MISS MAUDE ADAMS AS JOAN OF ARC



ETHEL BARRYMORE, BROTHER JOHN

of their own productions. Belasco, in particular, left an indelible mark upon the American stage with his emphasis on realism. For one production he constructed a complete Childs restaurant on the stage and actually fried eggs. With his clerical collars, priestly black raiment and the galaxy of female stars he sponsored, Belasco set a pattern for The Big Producer, of which the contemporary Hollywood counterparts are pallid copies.

# THE PULITZER PRIZE PLAYS SHOW THE DRAMA'S GROWTH

Among the prizes which Joseph Pulitzer created in his will was one for "the original American play . . . which shall best represent the educational value and power of the stage. . . ." Bestowed annually since 1918, except when no play seemed worthy enough, the prizes have always been a source of much prestige, publicity and protest. Although some outstanding playwrights like Hellman, Behrman and Barry have never won a Pulitzer, the winners are representative of the best product of U.S. drama in its most fertile decades.



1918 Why Marry? by Jessie Lynch Williams had "modern" suffragette heroine who wanted to have sex without marriage.



1920 Beyond the Horizon by Eugene O'Neill had Richard Bennett (left) as dreamer who never escaped New England.



1921 Miss Lulu Bett by Zona Gale presented small-town types honestly, without the usual "hayseed" hokum. Miss Lulu (left) served as household drudge in her sister's home, finally attracted a worldly suitor and after much heartache won her independence.



1922 Anna Christie by O'Neill had Pauline Lord as a touching ex-prostitute who tried to find peace on father's coal barge.



1927 In Abraham's Bosom by Paul Green dramatized the anguish of mulatto boy, frustrated alike by Negroes and whites.



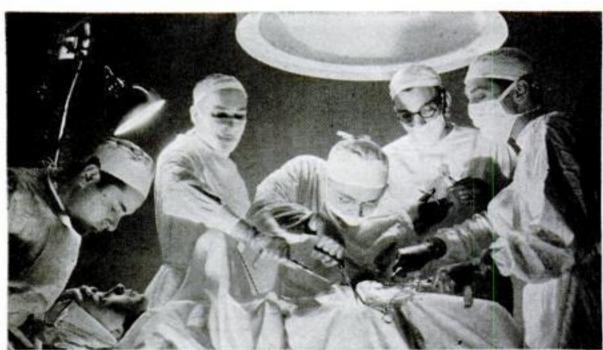
1928 Strange Interlude by O'Neill showed influence of Freud, had Lynn Fontanne (right) as neurotic heroine.



1929 Street Scene by Elmer Rice showed New York tenement life, reflected the prevalent naturalism in U.S. letters.



1930 The Green Pastures by Marc Connolly was folk play in which Old Testament stories were enacted by Negroes. In scene above "De Lawd" (Richard Harrison) walks the earth looking like a Louisiana parson and is shocked to come upon Sunday crapshooters.



1934 Men in White by Sidney Kingsley reported with meticulous realism on life among hospital surgeons and had a dramatic loveversus-career plot. It was most notable because of the excellent ensemble performances of the short-lived Group Theatre company.



1935 The Old Maid by Zoë Akins presented the brilliant Judith Anderson as a haughty, affection-starved aristocrat.



1936 Idiot's Delight by Robert Sherwood starred Lynn Fontanne and Alfred Lunt as a pair of ex-vaudeville performers in an Alpine hotel threatened by a European war. It was produced by the illustrious, industrious Theatre Guild, which is still going strong.



1940 The Time of Your Life by William Saroyan blended poetry and piffle but managed to create some enchantment with Julie Hayden as a waif and Eddie Dowling as a saloon saint. Saroyan refused the prize, declared it "vitiates and embarrasses art..."



1941 There Shall be No Night by Sherwood presented the Lunts in an idealistic anti-totalitarian play set in Finland.

The second of th



1943 The Skin of Our Teeth had Fredric March and Tallulah Bankhead in Wilder's comic salute to human race.



1945 Harvey by Mary Chase had Josephine Hull, Frank Fay and invisible rabbit. The play rooted for a man's dream life.

The awards coincided with a sudden and remarkable burst of stage activity in America. Visionary Eugene O'Neill, who won three prizes, opened wide horizons with new forms, new subject matter, new characters: stokers, poets, prostitutes, frustrated farmers, tormented philosophers. Other playwrights, looking at their country with critical curiosity and perceptive humor, showed a breadth that was entirely lacking in U.S. drama before. The most notable native product, the musical comedy, emerged as a distinctive

form. Taken all together, the prize plays expose a tendency towards too much slick realism and too little poetic imagination. But the U.S. stage is still a free forum for almost all kinds of ideas and is a source from which movies, television and radio draw for talent and inspiration. In all its years of growth it has never lost the impulse which sparked the Tom Show players, the Shakespearean elocutionists, the Booths and the Barrymores—the impulse to provide, along with everything else, excitement and entertainment.



1923 Icebound by Owen Davis was set in bleak Maine, where a plucky girl reclaimed and wed a misunderstood black sheep.



by Hatcher Hughes showed love of rural girl for a fanatic preacher (George Abbott).



1925 They Knew What They Wanted was Sidney Howard's play about infidelity among California winegrowers. Richard Bennett (above) as an oafish Italian immigrant showed a noble soul when his beloved mail-order bride jilted him for handsome hired man.



1926 Craig's Wife by George Kelly dissected a sexless, bossy female who finally and deservedly lost her patient husband.



1931 Alison's House by Susan Glaspell presented Eva LeGallienne in a play based on Poetess Emily Dickinson's family.



1932 Of Thee I Sing, a political satire by Kaufman and Ryskind with songs by George and Ira Gershwin, was first musical to win prize and betokened pre-eminence of musical comedy in the U.S. theater. Victor Moore (right) played vice presidential candidate.



1933 Both Your Houses by Maxwell Anderson, another political satire, showed a young congressman losing his ideals among cigarsmoking demagogs (above). As a test case he composed an absurd and fantastic bill and his dundering colleagues promptly passed it.



1937 You Can't Take It With You by Moss Hart and George Kaufman proclaimed self-expression more important than wealth and illustrated the thesis by a wacky household whose inmates studied ballet, banged the xylophone, wrote plays, made fireworks in cellar.



1938 Our Town was Thornton Wilder's poetic chronicle of New Hampshire villagers, presented on a sceneryless, almost bare stage which added considerably to its poignance. Young Martha Scott was courted (above) at this suggestion of a soda fountain counter.



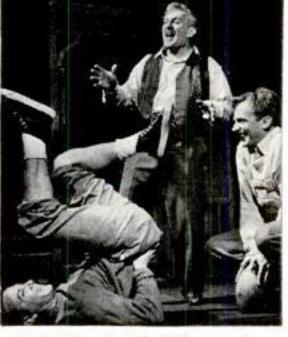
1939 Abe Lincoln in Illinois by Sherwood starred Raymond Massey in 12 moving episodes from the young Lincoln's life.



1946 State of the Union by Howard Lindsay and Russel Crouse was another gibe at stuffed-shirt politicians. Ralph Bellamy acted a presidential candidate who decided that his own integrity and the respect of his wife (Ruth Hussey) meant more than high office.



1948 A Streetcar Named Desire was Tennessee Williams' steamy drama with Jessica Tandy and Marlon Brando.



1949 Death of a Salesman by Arthur Miller had Lee Cobb (center) in the role of a tragically misguided go-getter.



1950 South Pacific with Mary Martin and Ezio Pinza was the Rodgers-Hammerstein-Logan record-smashing musical play.



Standing above, as they might for a curtain call, are three great figures of the American stage: Helen Hayes, Lynn Fontanne, Katharine Cornell (see cover), all professional actresses since

their childhood or teens. In tireless tours of the country they have brought beauty, wit and sometimes majesty to the stage and have made the art of the theater their personal triumph.



You can't help loving an



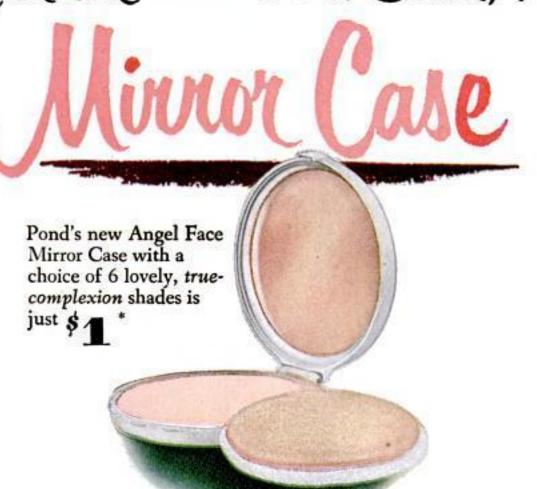


Today-more women choose Angel Face than any other make-up foundation! It's so flattering-so divinely easy to use!

# Pond's velvet-smooth foundation and powder in one—in a slim, new

The complete "take-it-with-you" make-up! Now-look your prettiest every minute of the day! With Pond's Angel Face in your handbag, you can glamorize your face in 5 seconds! Because Angel Face is foundation and powder in one! Smooths on with a puff! No water. Never greasy. Never spills. And its soft-tinted finish stays on! Much longer than powder!

The new Mirror Case—perfect to tuck in a handbag! Angel Face now comes in a slim, lovely Mirror Case...golden-etched ...ivory-smooth...complete with mirror and puff. Carry it with you everywhere and you'll always be an Angel Face! "The new Angel Face Mirror Case makes it so easy for me to freshen up my make-up...anytime!" says Her Royal Highness Princess Murat.



Also in the sweet, familiar blue-and-gold box 894, 594

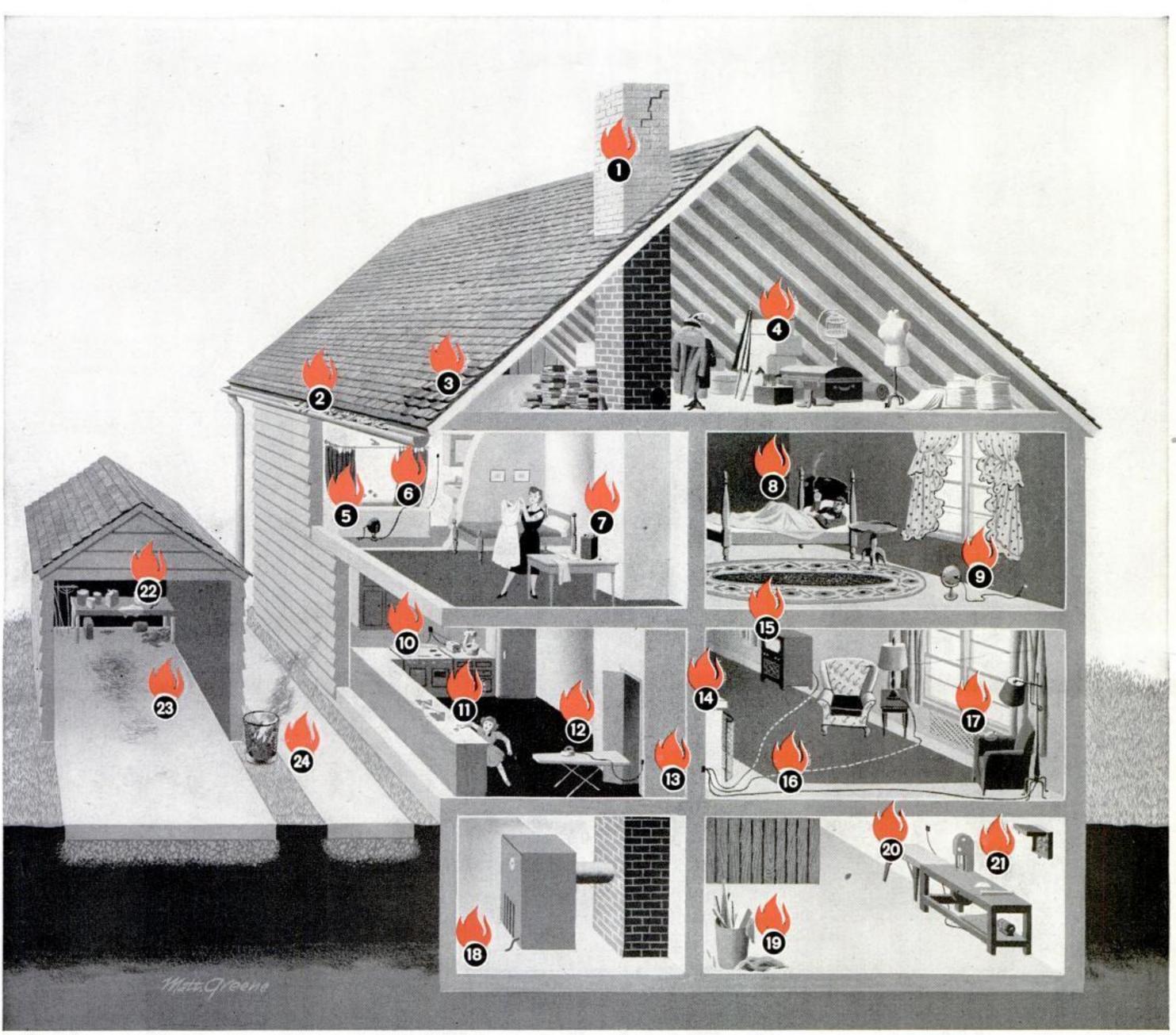
# TO KEEP THE HOME FIRES FROM BURNING

### Householders should check danger spots, make repairs, remove hazards, have tested extinguishers handy

Last year 4,900 persons were burned to death in home fires. There were 280,000 fires in private houses, 48,000 fires in apartment houses and 13,200 fires in rooming and boarding houses in which \$200 million went up in smoke. This loss of life and property was largely avoidable. Many of the fires could have been prevented altogether; others could have been extinguished before they got out of control.

To provide a checklist of specific spots in the home where most fires start Life has prepared the diagram below, based on insurance statistics. The householder can use it to see if he is courting a fire. In addition every home needs at least one workable, approved fire extinguisher, although three—one for each of the three types of fire—are desirable (following

page). Today less than 5% of the homes in the U.S. have an extinguisher on the premises. Many of those on hand are useless, either because they are not cared for properly (every extinguisher should be checked once a year) or because they are not approved types. Standards set by the Underwriters Laboratories Inc. must be met before an extinguisher is given a tag of approval. Bargain extinguishers are often so small that they are of no more help in fighting a fire than a teacupful of water. Other unapproved extinguishers may be too difficult to handle and operate, or contain agents that are harmful to the user. To be on the safe side, the homeowner should buy an approved extinguisher costing from \$10 to \$75. But, even with the best extinguisher, fires are easier to prevent than put out.



Fire danger is minimized if house is well kept, family is careful. 1—Chimneys must be cleaned once a year, flues checked, cracks filled, defects repaired. Spark arrester of wire mesh over opening is sound precaution. 2—Gutters should be kept free of leaves and litter. 3—Dried, curled wood shingles must be replaced; like dry kindling they ignite readily. 4—Attic should be tidy. If books, magazines and papers are stored, tie in tight bundles. 5—In bathroom keep

open electric heaters and electric cords, 6, away from water. 7—Do not use inflammable cleaning fluids indoors. 8—Never smoke in bed. 9—Keep electric heaters away from curtains. 10—Check pilot light on gas stove often. 11—Place matches out of children's reach. 12—Never desert a hot iron. 13—Do not overload electrical outlets. 14—Use fire screen in front of fireplace. 15—Do not put television set flush against wall or near curtains; set may get overheated.

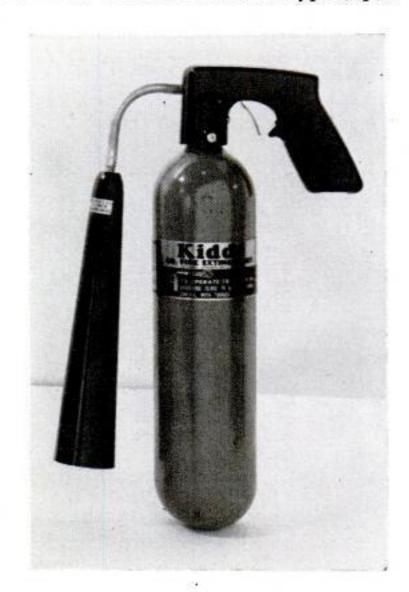
16—Never run electric cords under rugs; keep them in repair. 17—Ashtrays should be large and steady. 18—Basement heating equipment needs a yearly check. 19—Keep basement rubbish-free. 20—Home workshop needs circuit of its own. 21—Replace blown fuses, do not use pennies. Most home fuse boxes require 15-ampere fuses. 22—Cover all inflammable liquids tightly. 23—If oil or grease is spilled, cover with sand. 24—Do not burn leaves near house.

FIRE CONTINUED

### APPROVED FIRE EXTINGUISHERS

There are three kinds of fires, and what puts out one may encourage another. Class A fires are caused by ordinary combustibles such as wood, paper, rubbish; Class B come from burning liquids such as oil, grease and paint; Class C from burning electrical equipment. Shown below are approved kinds of extinguishers for each type. If a home has only one extinguisher it should be the carbon dioxide type (top).

CARBON-DIOXIDE extinguishers are excellent for Class B and C fires from burning oil or electrical equipment, but are able to combat only small Class A fires. This extinguisher leaves no residue and does not affect food or equipment, so it is particularly good for the kitchen. It should be weighed once a year to see that it maintains the weight stamped on it, and if there is 10% weight loss it should be refilled.





LIQUID extinguishers. foam (at left), soda-acid (at right), water (not shown), are most effective against A fires. Foam may also be used successfully against Class B fires. None of them should be used against fires in electrical equipment because all are conductors. Foam and soda-acid extinguishers must be recharged yearly. Water extinguishers should have an annual checkup.

Highball lovers, attention: Your favorite drink is at its finest when you make it with Southern Comfort-the drink with the matchless flavor. I jigger Southern Comfort . . . ice . . . fill with Seven-Up or your favorite mix . . . twist of lemon, and presto -perfection!

Anew

high in

Highball

Havor

100

PROOF

The Perfect Gift . . . Perfect for Parties Free recipe folder at your package store

SOUTHERN COMFORT 100 PROOF LIQUEUR, SOUTHERN COMFORT CORP. DEPT. L-9, ST. LOUIS 3, MO.

Now sold in Canada

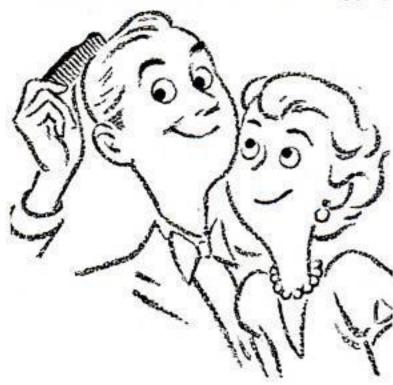
GAS-RELEASING extinguishers, such as vaporizing liquid (far right), and heat-absorbing extinguishers, such as dry chemical (right), are best used against Class B and C fires, burning liquids and burning electrical equipment. Only small Class A fires can be fought with them. Cartridge of dry chemical extinguisher should be weighed once a year and recharged if it weighs light. Vaporizing liquid extinguisher should be refilled if liquid evaporates.



Hair freshly combed and neatly parted. But after hours of jitter-bugging,

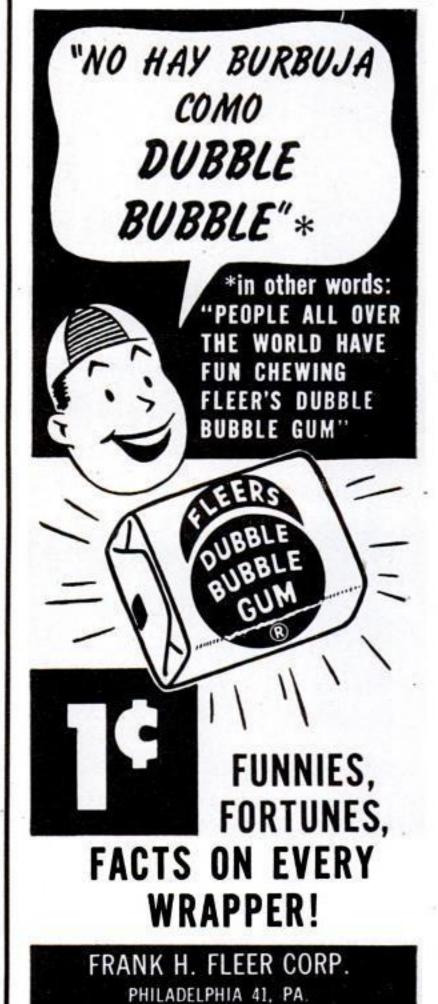
Johnny for the dance had started,

His hair looks more like old bear rugging.



Curls unruly? Hair askew? Your PRO COMB ... flick! ... you look like new!









"THANKSGIVING DINNER," by Douglass Crockwell. Number 62 in the series "Home Life in America."

In this friendly, freedom-loving land of ours-beer belongs...enjoy it!



Beer and ale mealtime favorites

AMERICA'S BEVERAGE OF MODERATION Sponsored by the United States Brewers Foundation...Chartered 1862



## White All Day

### COMING-OUT COLOR GOES EVERYWHERE

White is the traditional color for a young girl's debut and 18-year-old Kyra Hawkins of Syosset, L.I. will wear it at New York's Junior Assembly when she comes out this month. This season she can also wear white all day, from breakfast to ballroom, since an unexpected flurry of white fashions has given a bleached look to both Paris collections and U.S. shop windows. The new fashion is especially striking on blondes, and Kyra is one of the blondest of the current Manhattan deb crop. Her party wardrobe is white, from an evening gown to a dress coat (p. 128), which she wears in New York with a cavalier disregard for the tons of soot which fall on the city. Her cleaning bill promises to reach ruinous heights, but Kyra's only concessions to economy are washable white sweaters for Sunday lunch (below) and a pair of elegant, ultralong but washable cotton gloves for waltzing.

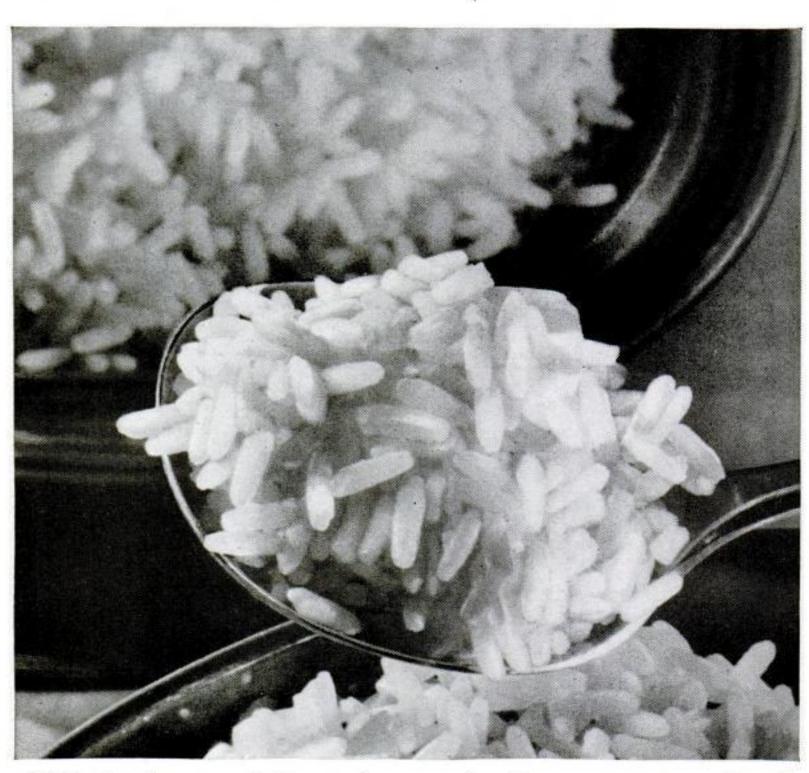


AN OLD CUSTOM for coming-out is white tulle (Ceil Chapman, \$125). Long gloves (Kayser, \$9.75) are washable.



A NEW NOTE for daytime in city is sleeveless white cashmere turtle-neck (\$17.95) and cardigan (\$19.75, both Premier), this season worn jeweled and tucked into a belt.

# Can you imagine it? Rice that stays fluffy even in the refrigerator!



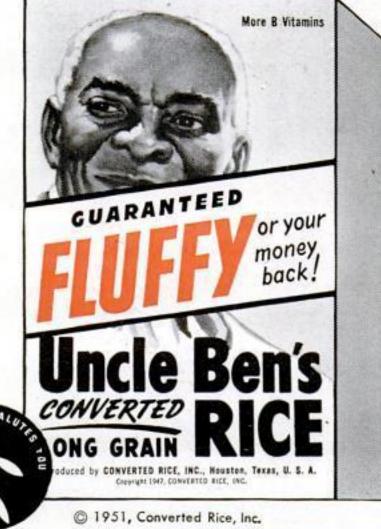
This is the nutritious rice you've been reading about

Maybe you're already using Uncle Ben's. Good! Isn't it satisfying to know that this rice which cooks up so white and fluffy—even reheats fluffy—also retains its natural B vitamins and flavor. Simple to prepare and so economical, too. One cup of Uncle Ben's cooks up into four cups of fluffy, nutritious rice. Uncle Ben's—the guaranteed fluffy rice!

A special vacuum-pressure process, exclusive with Uncle Ben's, drives B vitamins (ordinarily lost in milling) deep into the grain, makes this rice the easiest to cook, makes it turn out fluffier every time.

"Uncle Ben's" and "Converted" are trade-marks of Converted Rice, Inc.

CONVERTED RICE, INC., Houston, Texas



## Uncle Ben's LONG GRAIN



### WHITE ALL DAY CONTINUED



white faille (R & K Originals, \$22.95) has jacket with jeweltrimmed collar. To keep completely colorless, Kyra wears white gloves and white shoes.



pinner skirt is white felt with black ball fringe outlining waist and big, nonexistent pockets (\$25). With it Kyra wears top in black velvet (\$11.95, both Toni Owen).



poodle cloth coat, a copy of Balenciaga style, has a fitted reefer front and full flowing back (Kraeler, \$125). Gold bar pins are \$7.50 for top pins, \$6 for others (Napier).

### A PICTURE OF FAMILY FUN!

# Seven-up" Seven-up.

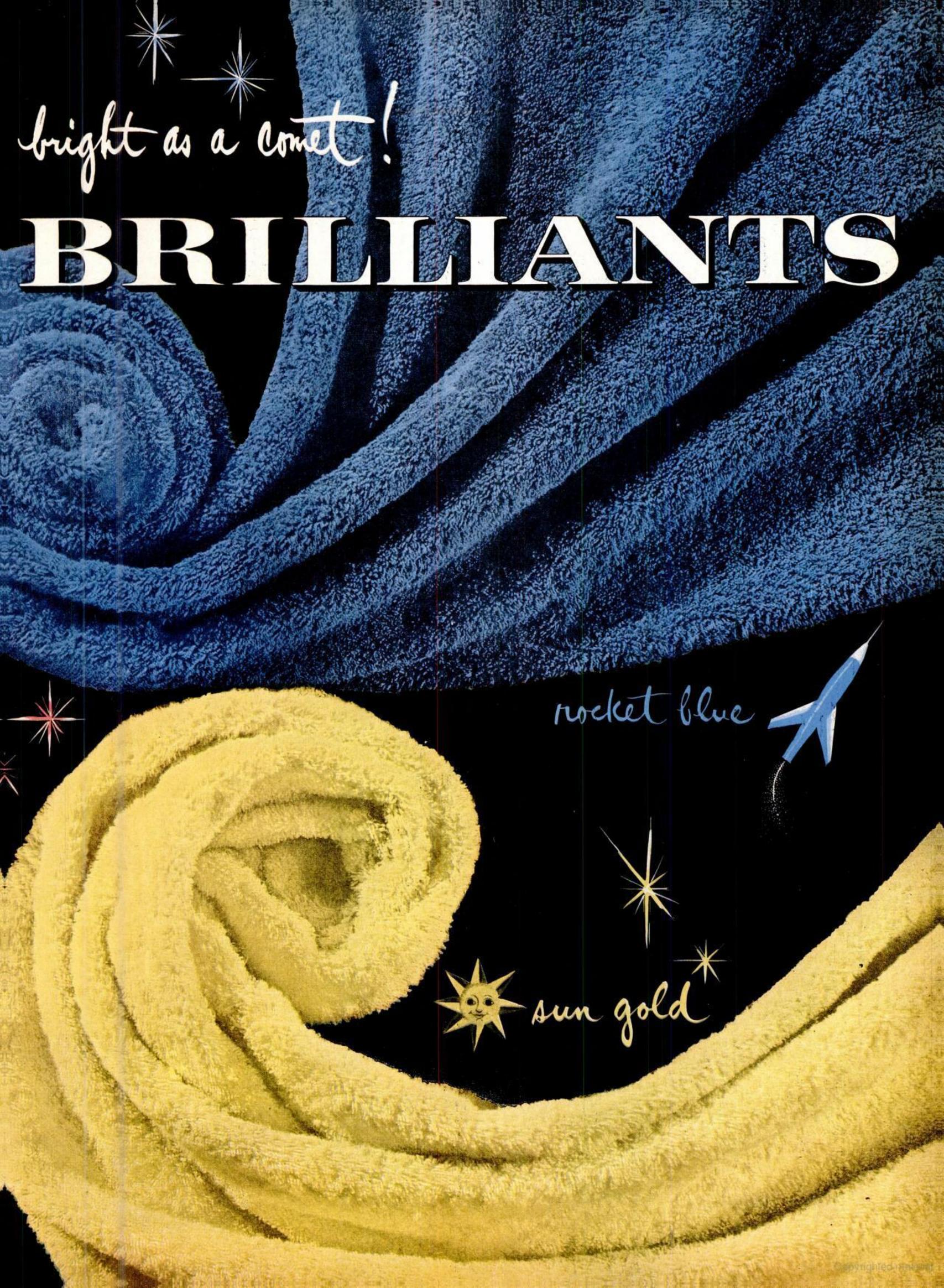


### BE A "FRESH UP" FAMILY!

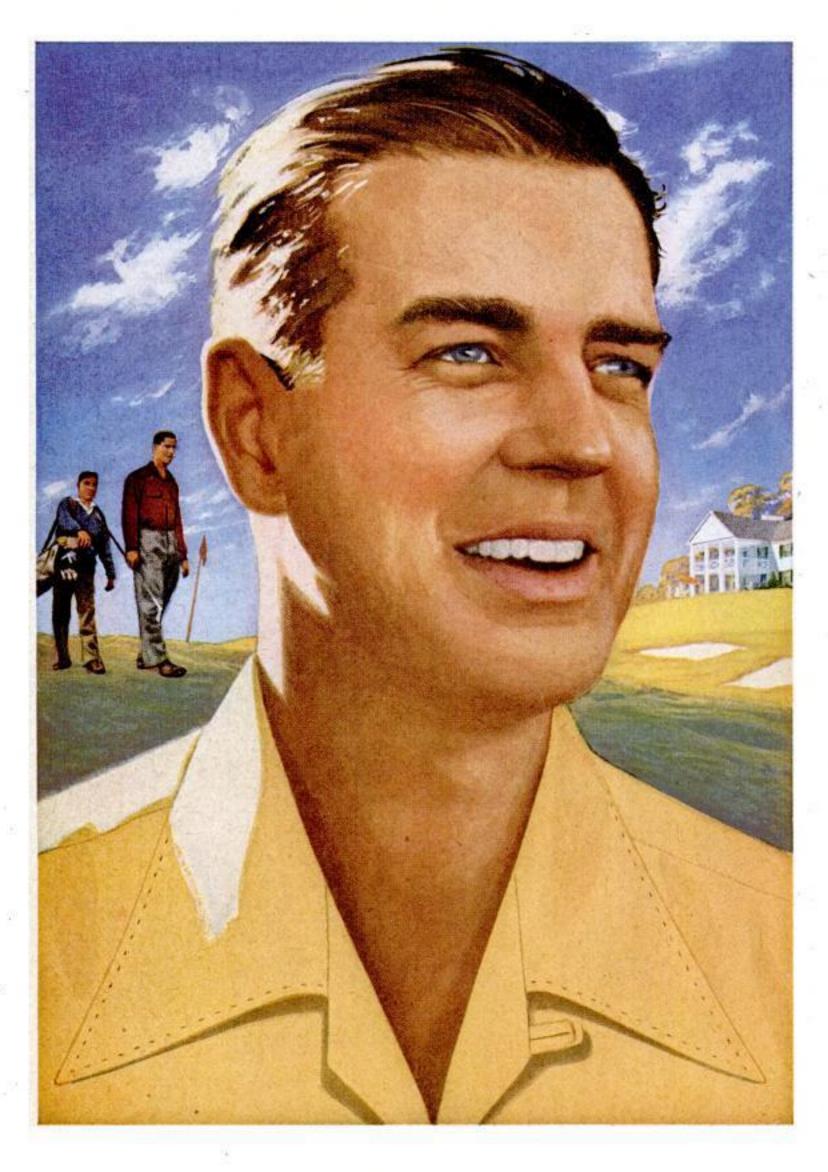
Why is 7-Up always in the picture in so many homes? Because 7-Up is the all-family drink! So pure . . . so good . . . so wholesome that even the youngest children can enjoy it often. Because 7-Up has a lively cheer that adds to family fun! Because 7-Up has a fresh, clean flavor that's a thirst-quenching joy to millions. (Pour 7-Up into one of your fine goblets. Hold it up to the light and see how CRYSTAL-CLEAR, how SPARKLING 7-Up is!)
Buy a case of 7-Up wherever you see those bright 7-Up signs. Let the "fresh up" family drink be a highlight in your family picture!

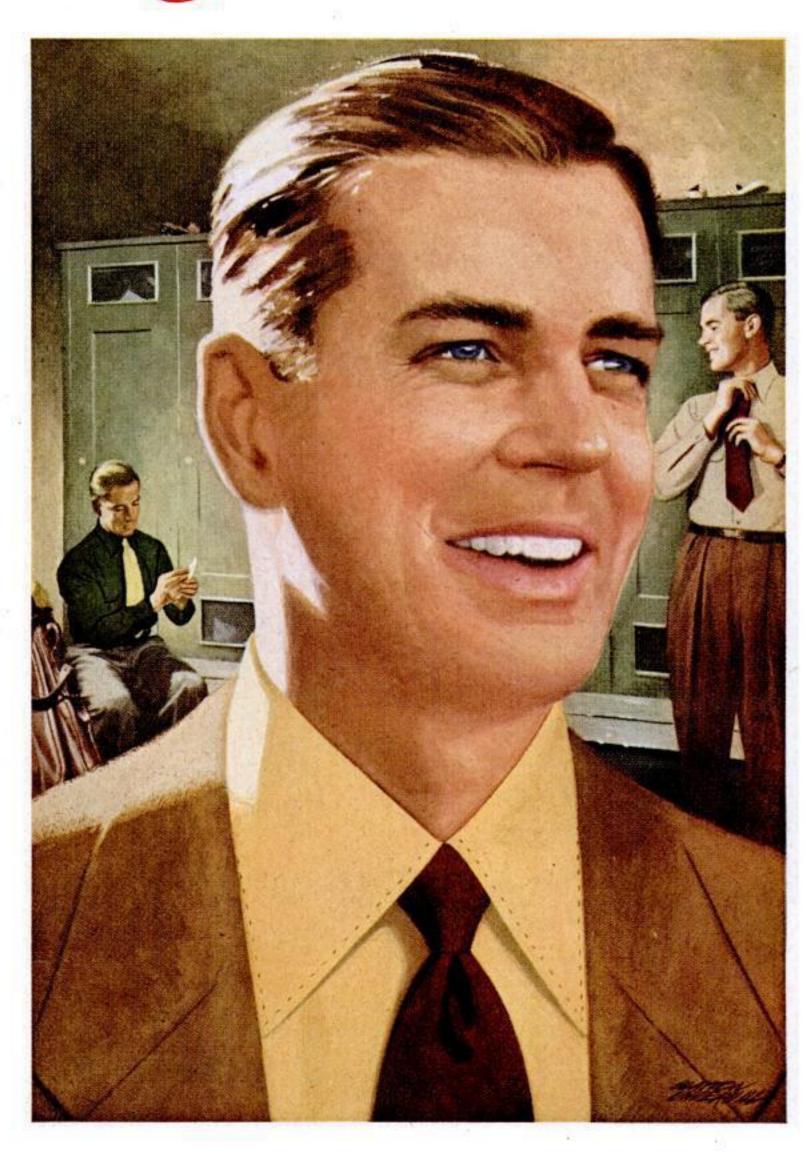






# Gabanaro's five great features now become 6!





# Gabanaro with the New Arafold Collar!

These five features have made Arrow Gabanaro the fastest selling sports shirt in America!

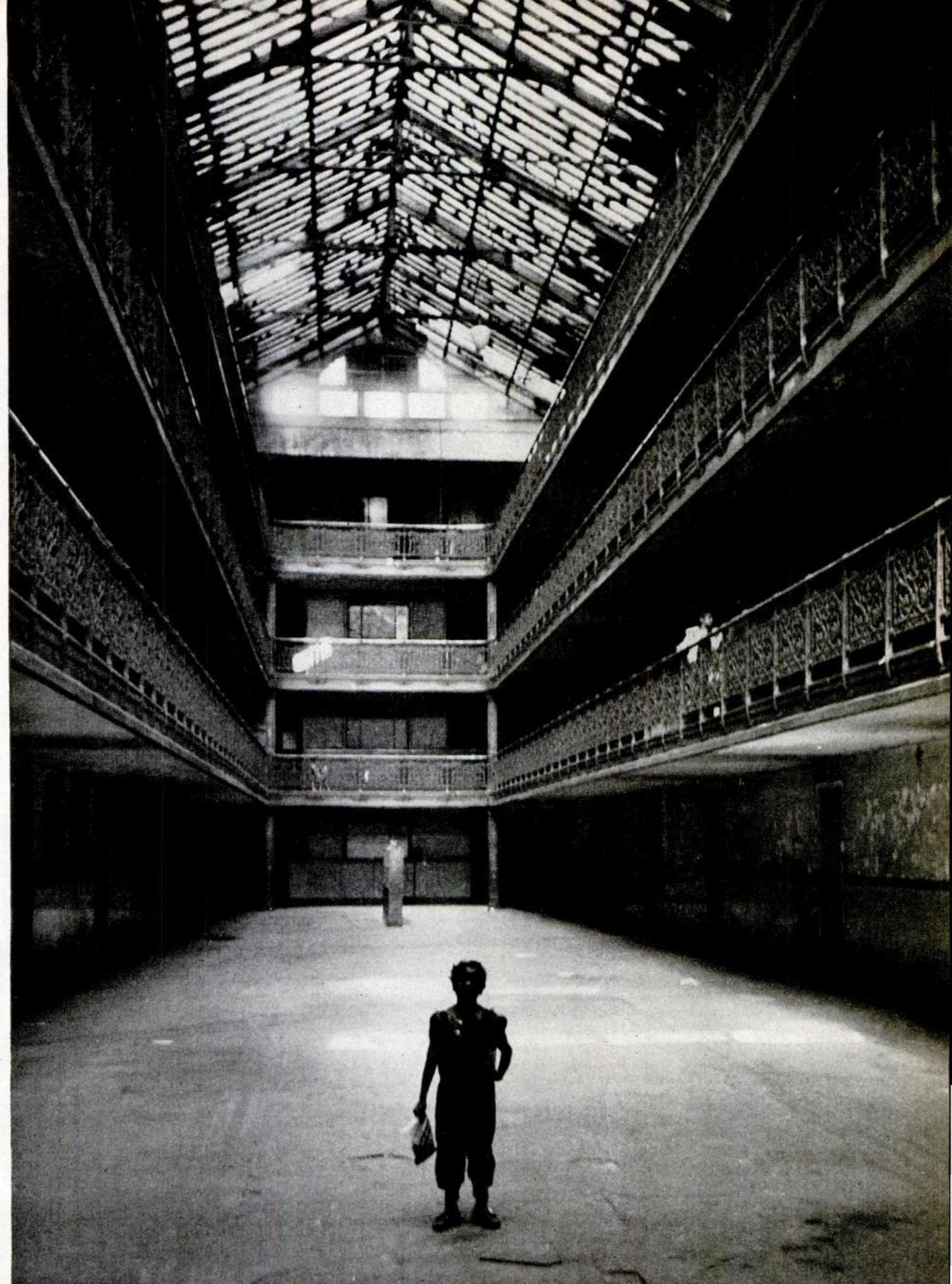
Rich, rugged, WASHABLE rayon-gabardine.
 Exact collar sizes and sleeve lengths. (3) Saddle-stitched collar and pocket flaps. (4) Your choice of 12 popular colors. (5) Fine Arrow tailoring, cut full for comfort.

To these five now comes a sensational sixth fea-

ture—the new ARAFOLD Collar! The first sports shirt collar that looks really good with a tie! No more bulging, wrinkling, "bunching up"—thanks to ARAFOLD'S built-in tie space! (The tie space is formed by a permanent fold line in the collar.)

For greater comfort . . . new smartness . . . with a tie or without—buy Arrow GABANARO with the New ARAFOLD Collar! Cluett, Peabody & Co., Inc. \*Gabanaro

See TV's new comedy sensation—Arrow presents Herb Shriner weekly on A. B. C.!



INNER COURT with glass roof is feature of each wing of U-shaped Mecca. Apartments open off main floor and three balconies, each circled by graceful railing. Both courts were once carpeted, had central fountain and fish pond.

# THE MECCA

Chicago's showiest apartment has given up all but the ghost

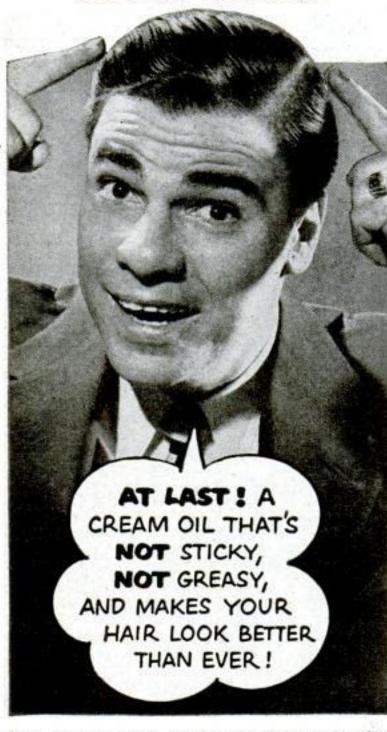
For 10 years the Mecca, Chicago's most celebrated slum building, has been gasping out its last breaths—but refusing to give up. Its end will now come at last when the huge apartment house is torn down for the expanding campus of its neighbor, the Illinois Institute of Technology. Built on the South Side in 1891, the Mecca boasted four-story inside courts, tilepaneled halls, hardwood floors throughout. It was a mecca for Chicago's rising rich until the

South Side became less stylish. By 1912 the first Negro tenants had moved in. The building's noisy jazz activities gave a name to the Mecca Flat Blues and the apartment steadily trumpeted its way downhill. I.I.T. bought it in 1941 but could not wreck it until the 700 occupants could find homes in Chicago's crowded Negro area. Since September I.I.T. has collected no rent from the 51 remaining tenants and hopes to have them all moved out by year's end.

# "NO STICKY HAIR, HANDS OR COMB!"

### **BERT PARKS**

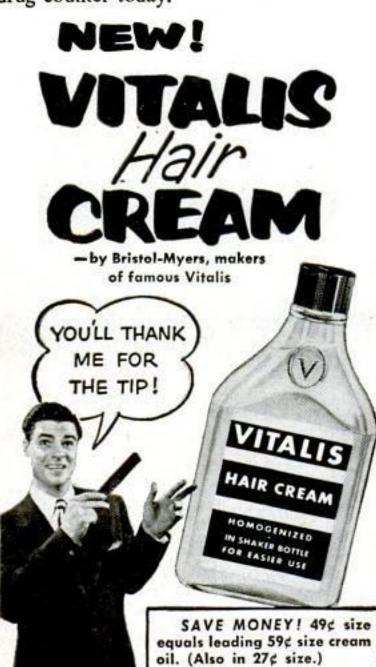
-Star of TV hit, "Break the Bank"



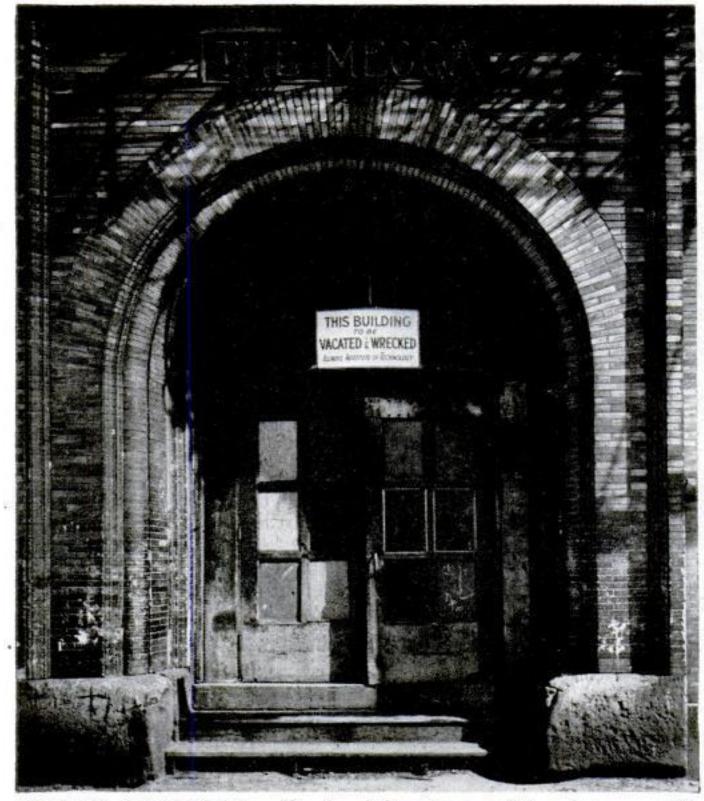
Yes-for cleaner, pleasanter hair-grooming and better-looking hair, just try new VITALIS Hair CREAM.

It's a lighter-bodied cream oil, not sticky, not greasy! VITALIS Hair CREAM grooms hair perfectly, with no film or slick shine.

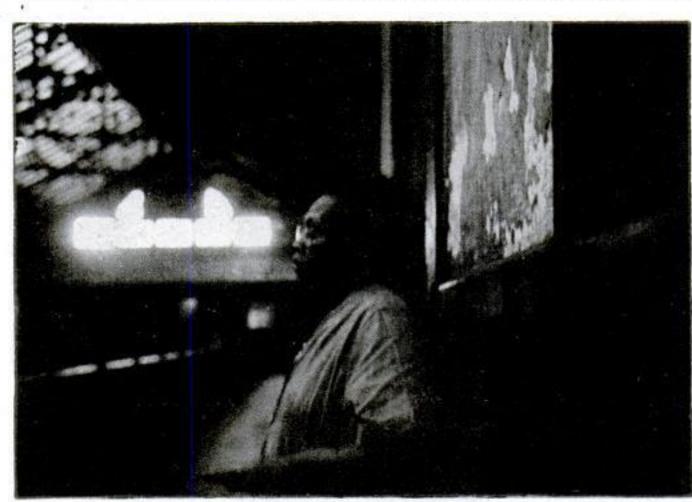
Cleaner to use, too. It rinses off hair, hands and comb in plain water. Homogenized for easy flow, in handy shaker-top bottle. Get VITALIS Hair CREAM at your drug counter today.



The Mecca CONTINUED



ARCHED ENTRANCE on Dearborn Street is one of four doorways with "The Mecca" carved above. Building's death warrant was put up in September.



TWENTY-YEAR-TENANT, Mrs. Frances Bowman, lives on a small pension. After many months' search she plans to move into public housing project.



PAINTLESS STAIRWAY, one of four, shows much abuse. Scrawled walls are handiwork of swarms of children who have overrun Mecca in recent years.

CONTINUED ON PAGE 136

# Install it-Forget it!



- 50% longer life!
- Goodyear dependability!
- Needs water only 3 times a year in normal car use!

As good as the name it bears—

### GOOD YEAR

Double Eagle-T.M. The Goodyear Tire & Rubber Co., Akron, Ohio



# About Next Week's



HE gentlemen above are the seven judges who recently spent some 40 hours in pick-I ing the winners of Life's Contest for Young Photographers.

They are, reading from left to right: Roy E. Stryker, Director of the Pittsburgh Photographic Library, University of Pittsburgh; Edward Steichen, Director of the Department of Photography, New York's Museum of Modern Art; James Wong Howe, Director of Photography for The Brave Bulls, Body and Soul and other major motion pictures; Julius H. Klyman, Editor of Pictures, the Sunday magazine of the St. Louis Post-Dispatch; Peter Stackpole, Life Photographer for 15 years; Edward K. Thompson, Managing Editor of LIFE; and Frank J. Scherschel, Chief of LIFE Photographic Laboratories and Assistant Picture Editor.

Their job was not an easy one. Life's editors had made the rules of the contest deliberately tough in order to eliminate all but semiprofessional or professional entrants under 31 years of age. As a result the more than 15,000 prints submitted were, for the most part, very good, and it took the picture-wise judges four days and nights of study and discussion before they could agree on the winners of the 104 prizes.

The best of these prizewinning photos will be published next week in Life's 15th anniversary issue.

Fifteen years ago, with its first issue, LIFE set out "to be the biggest picture show on earth -and the most vividly coherent . . . to scour the world for the best pictures of every kind; to edit them with a feeling for visual form, for history and for drama . . . to give to pictures their own magazine and so let the camera at last take its place as the most convincing reporter of contemporary life."

In pursuing these goals Life has influenced a whole new generation of camera reporters. The work of some of these young men and women will fill almost half of LIFE next week. In addition to next week's news in pictures, the November 26th issue will present, in such regular Life departments as Speaking of Pictures, Medicine, Movies, Party, etc., the work of the first 20 winners. All these prizewinning photo stories will give Life's readers a preview of the vigorous and promising talent that will unfold in Life's pages during the years ahead.

Andrew Heiskell, Publisher



Starring exclusively in the "Schlitz Playhouse of Stars" are:

- \* Walter Hampden
- \*Helen Hayes
- \*John Payne
- \*Ronald Reagan
- \*Margaret Sullavan

Great American plays, live on TV's top dramatic show, direct from CBS-TV in New York ... and brought to you by



The Beer that made Milwaukee Famous



(See your local newspaper for time and station)

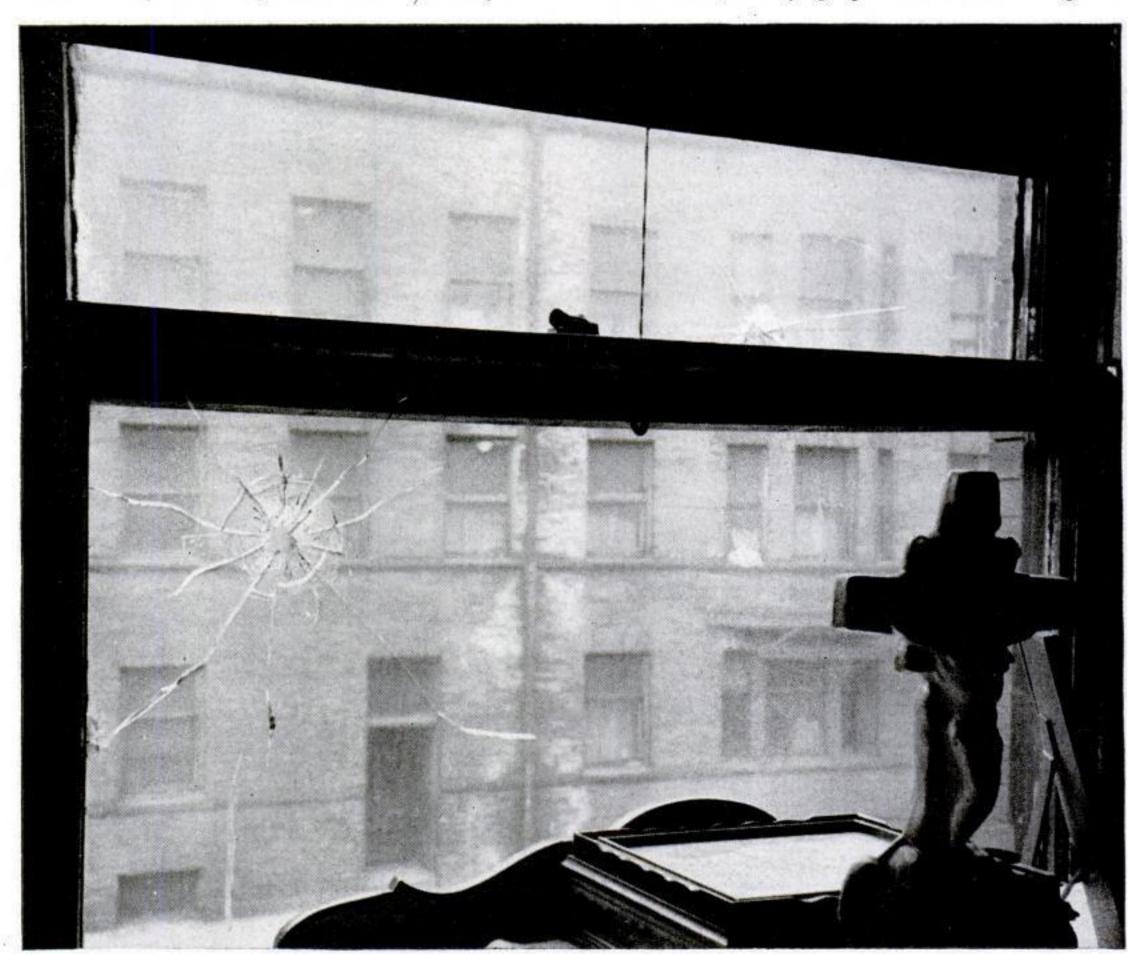
SCHLITZ on RADIO Hear Mr. & Mrs. Ronald Colman in "The Halls of Ivy," Wednesdays, NBC.

© 1951, JOS. SCHLITZ BREWING CO., MILWAUKEE, WIS.



TIDY TENANTS, the Sam Claytons, have lived in neat but cluttered seven-room apartment since 1921. They rent

out three rooms, share bath and kitchen. Clayton has been one of the leaders in trying to prevent I.I.T. from taking over.



BULLET HOLE was caused by a random shot fired by hoodlums across court into Mrs. Lillian Davis' apartment.

I.I.T. has never replaced windowpane, but since apartments are well heated, Mrs. Davis objects only to the appearance.

CONTINUED ON PAGE 139



When you see what this new kind of hairbrush can do for your hair...you'll never use your old one again!

THE NEW Joins Botongh "KEEPS YOUR HAIR CLEANER LONGER"

The story of this new kind of hairbrush . . . for women, and men, too . . . begins with a new kind of specially processed hairbrush bristle. Derived from nylon, these new "Miracle" bristles strip clean each strand of hair and enable you to brush your hair four times as thoroughly with each stroke, four times cleaner, four times more quickly.

Hair specialists have proved these facts under actual brushing conditions: This new Gainsborough Hairbrush will brush out more dust, deposits, and oiliness by weight than any other brush—and in one fourth the time! In scores of half-head tests, hair brushed with these bristles is actually brushed clean in only 25 strokes instead of the usual 100!

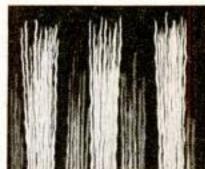
You will be amazed how this new Gainsborough alone can keep your hair soft, clean and lovely for days and days between shampoos. It will even invite your hair to curl—because clean hair usually wants to curl. Try the new Gainsborough...today.

Made by the makers of the Dr. West's Toothbrush

# The first improvement made in a hairbrush in years







Gainsborough
"Miracle" Bristles

Gainsborough's "MIRACLE" bristles are "wavy" instead of smooth and straight. They brush out 4 times more hair-dulling dirt than any other brush.

These bristles combine the smoothness of nylon for penetrating the hair with the advantages of uneven bristle-edges for better cleansing.





### They showed us a secret of happiness

They came as strangers to a wild land, and none of them knew which day would be the last.

Never in the old country had they known such a winter: the wind so cold, the food so scarce, the enemy night so filled with dread.

Never had they worked so hard, paying with aching backs for every shelter raised against the cutting wind.

Everywhere they went, Famine and Death watched them with pale expectant eyes. And by the end of that bitter year, there was hardly one among them who had not lost to the cold earth someone he could not live without.

Then these men and women who had nothing sat down to a hearty feast, filled with gratitude for what they had.

We who follow them sometimes wonder why.

Did they know some secret of happiness, denied to us,
that made them so glad for so little?

And then we think back—back to some personal wilderness we have all been through in our time. Perhaps there was once a day when simply to feel the sun again, to smell another morning's freshness, to hear a child laugh again was miracle enough—a time when just to find oneself alive was a gift beyond belief. They had their lives; no man has more.

They had freedom, too. They were where they wanted to be. They could go where they chose to go. All the days ahead were theirs to use as they pleased. They owned themselves; no man owns more.

Remembering this, we join their feast, brothers to all the wise men whom trouble has taught to look at what they have, and not at what they lack.

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BOSTON, MASSACHUSETTS

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### The Mecca continued



MAIL DELIVERY for all Mecca's residents is made at one panel of boxes in east courtyard. Daily ritual takes almost an hour, always draws onlookers.



APARTMENT HUNTING is done by relocation office, set up by I.I.T. and staffed by trained social workers who give tenants news of available housing.



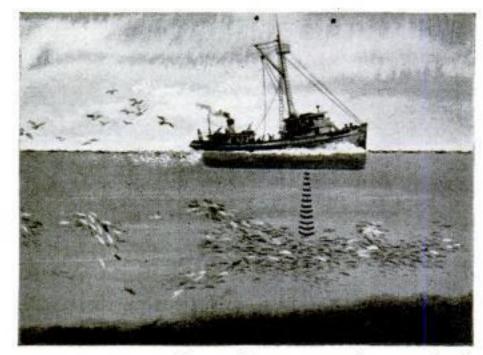
John Oster Mfg. Co., Racine, Wis.

Electric housewares in the pattern of modern living

Prices subject to change.



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FINDER FINDS by sending out sound waves which bounce back from objects (including fish) in their path. Depth is indicated by time echo takes to return.

# BIGGEST OCEAN HARVEST

# The lowly menhaden, top U.S. commercial fish, is hunted by scientifically equipped task force

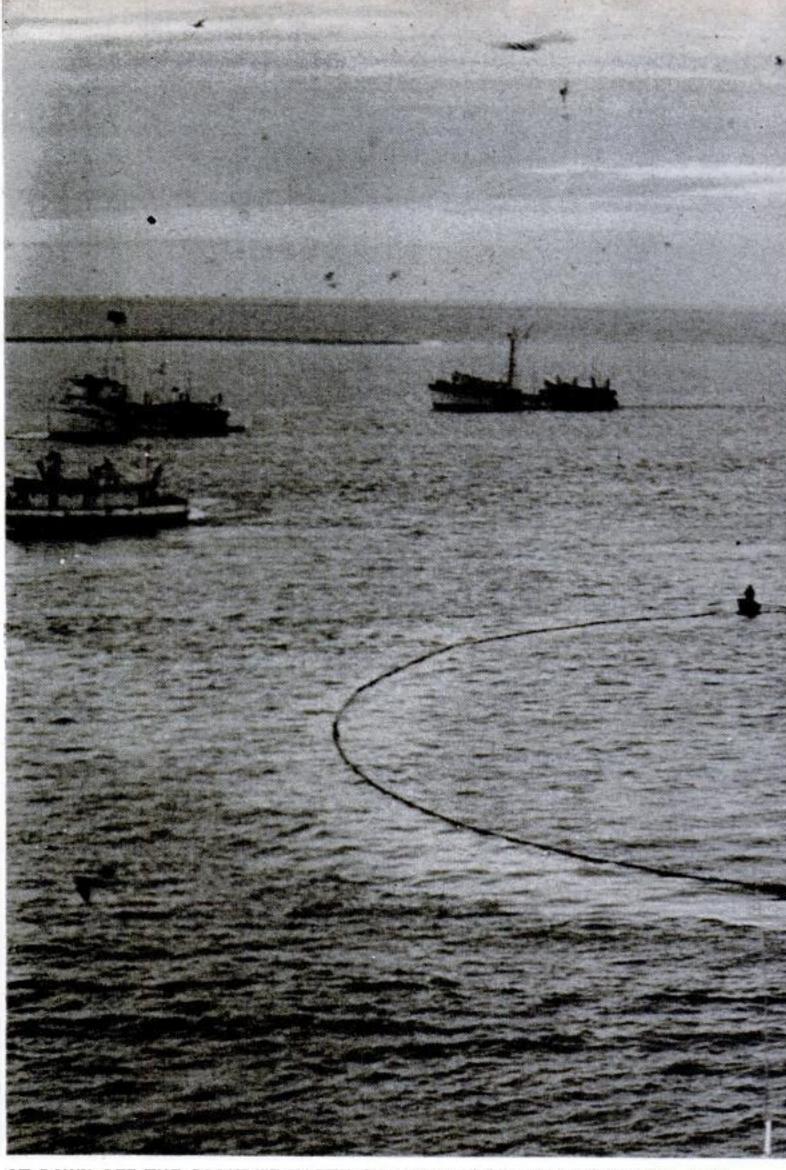
The most-caught fish in American waters is a small, bug-eyed, inedible creature of which most Americans have never heard. This paradoxical prize is variously known as menhaden, fatback, pogy, bughead, bugfish, alewife, oldwife, bunker and greentail, and what it lacks in size and food value it more than makes up for in oil content and sheer numbers. The 120 boats that work the menhaden schools from Texas to New York bring in a billion pounds of fish a year to be converted into oil for paint, soap and varnish, and meal for poultry and livestock feed. This month, as the season nears its peak along the North Carolina coast, the 1951 catch seems likely to pass the \$22 million mark.

To reap this rich marine harvest, menhaden men operate a scientifically equipped task force. They use airplanes to search the sea for surface feeding schools. They exchange information by radio telephone. But their most important scientific acquisition is the electronic fish finder (above and below), an automatic sounding device which locates fish too deep to be spotted from the air. When fish are found either by air search or by fish finder, one man (called "the striker") is put overboard in a dory. Peering down into the water, he follows the fish, shouting "Hey play!" (here they play) to show that he is over the school. Two net-carrying power boats race out from the mother vessel. Following the striker's signals, they lay the 1,200-foot net in a great circle (above, right). The net's lower edge is immediately drawn together like the neck of a purse. The fish are trapped. Then the fishermen turn to the task of bringing in the catch (next page).



FINDER'S FINDINGS appear on recorder as black lines and smudges showing sea bottom (lower line) and fish (smudges at right). This Bendix finder costs \$1,975.

HAULING IN, fishermen reduce size of the pocket in which the fish are trapped until the catch is concentrated in a small area and can be scooped up.



AT DAWN OFF THE COAST OF NORTH CAROLINA THE FLEET FINDS FISH. NET









MENHADEN MILLIONAIRE, fleet owner Harvey Smith of Beaufort, N.C., gets a radio-phone call from ship at sea. He wears his hard hat indoors for luck.

### Ocean Harvest CONTINUED





AS MENHADEN FISHERMEN HAUL IN THEIR LOADED NETS, THEY TIME THEIR MOVEMENTS TO RHYTHM OF TRADITIONAL WORK SONGS LIKE THE ONE BELOW

I am goin' back, I am goin' back, I am goin' back to Weldon. Get me a job on the railroad line. Captain if you fire me, fire me, Captain you gotta fire my buddy too. Captain don't you see that dark cloud risin' over yonder? Captain don't you see that dark cloud risin' over yonder? Lord, Lord, it's a sign of rain Lord, Lord, it's a sign of rain.

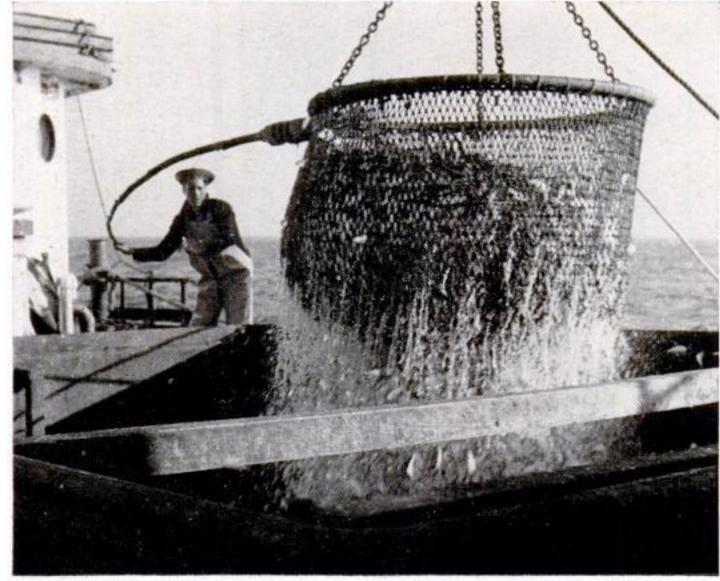
### AFTER SCIENCE SPOTS THE FISH, SONGS HELP TO BRING THEM IN

When modern scientific devices have done their job, the net handlers bend their backs to the age-old labor of hauling in the nets. A heavy net means money in every pocket—\$20, perhaps, for the day's work. But a heavy net is

difficult to handle. The men must pull hard and together. A man starts a song, slow and rhythmic, one of the many songs handed down from past generations of menhaden men. The other fishermen follow the lead singer, echoing him in rich harmony, reaching out and hauling in, in time with the song. The net shortens and the foot-long fish churn the water. Then the bailing net dips into the thrashing school and rises with a thousand-pound load for the ship's hold.



LOADING THE FISH, mother vessel lies close alongside the shortened purse net and lowers a scooplike, engine-powered bailing net from an overhead boom.



2,000 MENHADEN leave the water as the bailing net is hoisted. The net is guided into position over ship's hold by a long flexible pole wielded by crewman.

BACK IN BEAUFORT, THE BIG PURSE NETS ARE WOUND ON GIANT WOODEN SPOOLS FOR MENDING



"Here's an instrument that is really designed for those who want to play without taking lessons...



### The revolutionary new Hammond Chord Organ has opened a whole world of music to me..."

"When they told me you could learn to play an organ without taking a single lesson, even if you couldn't read a single note of music, I didn't believe it. But we've had a Hammond Chord Organ in the house for three days now so it's only fair to tell you exactly what's happened."



hasn't played a piano for 14 years

My wife had four years of piano lessons but hasn't had a piano for the 14 years we've been married.

It took her approximately 15 minutes to learn to play a simple tune so that it sounded really good. Now, after three days, she even does a fair job on the classics. The more she learns, the better she likes it, and she says she'll never outgrow it.



sing off key and I'm all thumbs, but—

Next, take me. I sing off key and I'm all thumbs. Since I don't read music, I had to start with the simple picture music in the book. Naturally, I didn't do as well as my wife did. But, by the end of the first day, I could play three of the easier pieces so they sounded pretty good even to Louise. I still make mistakes but I'm getting better with every session.



played two simple pieces well within an hour!

My oldest boy, John, is a good singer and a bad clarinet player who can read music providing it isn't too complicated. So he used the standard music. Within an hour, he could play "Silent Night" and "Home on the Range" in a way that made it a pleasure to listen to them.



Bruce...

Bruce, aged nine, is a good singer, but can't read music of any kind. It took him about an hour to be able to play "The Marine's Hymn" and "The Caissons Go Rolling Along" well enough so that you could recognize the tune.

Your family certainly can do as well as mine did. You see, it isn't us, it's the Hammond Chord Organ.

#### One finger does the work of three

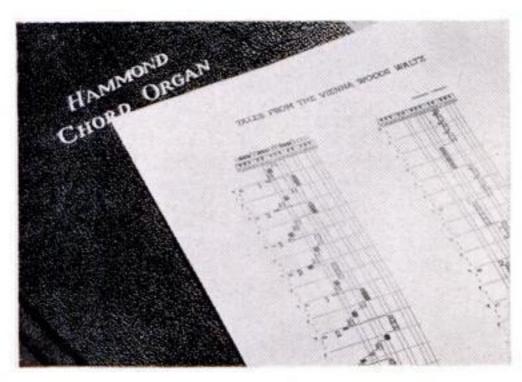
It's hard to believe that there can be such an instrument. The chord buttons whip the really hard part of playing a keyboard instrument. You push one button and do what used to take three fingers working in unison to do.

The result is more than ordinary music, it's the many and varied rich voices of an organ with all their shades of color and meaning.

#### Let the organ speak for itself

Why don't you visit the nearest Hammond dealer? Ask him for a half hour alone with the Hammond Chord Organ and the book of self instructions. I'll bet the same thing that happened to our family will happen to you.

P. S. The price (without bench) is \$975 f.o.b. Chicago. Just plug it in and play. Fits any living room; it's smaller than a spinet piano.



You learn by playing the tunes you like

You get a complete set of simple self instructions that tell you all you need to know to start playing. You get a generous library of music from popular songs to classics done in PICTURE MUSIC that anyone can read. (Naturally, the music is also written in standard form.) You learn by playing the tunes you like best.

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MORDECAI MILLER, internal revenue agent attached to the Yonkers office in New York, was suspended after he refused to reveal his net worth on grounds that such answers might "incriminate" him.



PATRICK MOONEY was chief field agent for the Nevada district, is under indictment with another agent for "shaking down" a now-convicted abortionist who wanted to avoid income-tax investigation.



WALTER DOXON, a New Jersey revenue agent, admitted to the investigating committee that he got \$7,000 for helping the American Lithofold Corporation obtain a contract. He was suspended from job.



JAMES G. SMYTH, collector in San Francisco and a prominent California Democratic leader, was suspended along with seven of his staff on Sept. 27. One aide, Edwin Fortado, tried to kill himself but failed.

### THE HANDS IN THE

#### THE TRUMAN ADMINISTRATION'S WORST SCANDAL IS IN THE MAKING

by RICHARD L. WILLIAMS

ATE last month Secretary of the Treaswhat he thought of the charges of corruption, graft, embezzlement, extortion and other varied types of chicanery that had been hurled against the Bureau of Internal Revenue. "It is a serious case of a strong healthy body suffering from a festering skin disease which can and will be cured," he said.

This diagnosis must surely be one of the worst in the annals of politics if not of medicine. For the frightening truth is that the body in question is suffering from an equivalent of cancer, which any doctor knows you cannot have a slight case of and which certainly cannot be cured by an exhibition of a confident, hearty bedside manner.

That the malady is more than skin deep is easily demonstrated. Since the tax scandal first erupted, 57 employes of the bureau have been severed from their jobs. These 57 include six collectors of internal revenue who received their appointments from the President of the U.S. Two of the ousted collectors have been indicted as bribe-takers, and a posse of grand jurors, congressional investigators, G-men and T-men is tracking down evidence all over the country for additional indictments.

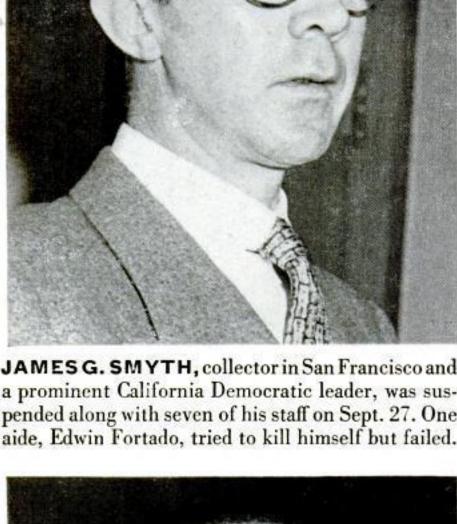
The real malignancy of the disease is not yet fully revealed. Even after the evidence is spread on the record at the trials of those indicted there will be questions to ask, questions involving high-level coddling of big tax-dodgers, and high-level interference with federal grand jury inquiries. This easily will become the Administration's worst scandal, as will be apparent to anyone who runs through the exposures briefly recapitulated in this article. These exposures result from

investigations as yet barely under way and ury John W. Snyder felt impelled to say conducted in the face of official and calculated lack of interest-not to say hostility. The casualties to date make it seem possible that the tax scandals of the Truman administration may rival Teapot Dome.

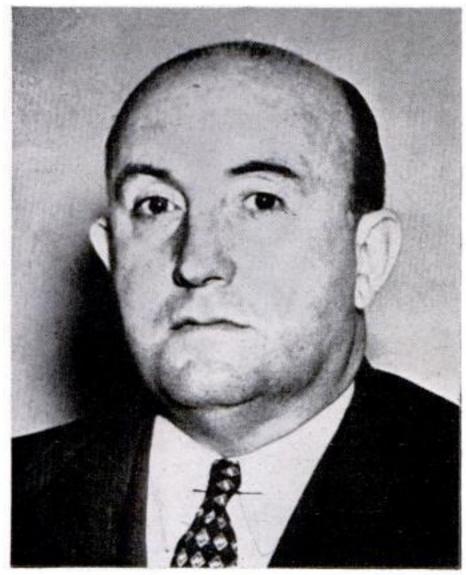
> HORRIBLE example of the moral cli-A mate in which tax employes can go wrong is to be found in the story of what happened in New York's Third District. The Third covers all of Manhattan north of the Empire State Building. It is not a typical collector's office because it is second richest of the 64. Through its doors in a midtown post office building pass three billion tax dollars a year, not all of them, unfortunately, reaching the Treasury's vaults.

> Of the 800 employes of the Third, half are political appointees who were taken under Civil Service by the 1942 Ramspeck Act. Few make more than \$5,000 a year. For seven and a half years until last July, the collector was James W. Johnson, a pleasant but ineffectual lawyer. While Mr. Johnson browsed through law books in the privacy of his office, many members of his staff whiled away their office hours by playing the horses or the numbers game, or sought to make money in more reliable ways. One staff member acted as office bookie, taking thousands of dollars in bets every day. Another was the numbers banker. Besides having free phones for his enterprise, the bookie could operate with serene confidence that the cops would never raid or padlock the joint.

> In the direct line of "duty" also there was easy money to be had. Employes in the cashier's office found it easy to collect cash from a taxpayer, add a dependent to his return after



JOSEPH P. MARCELLE resigned by request "for the good of the service." Although his practices as Brooklyn collector were not criticized, he claimed tax exemption on half of his \$125,000 outside income.



DENNIS DELANEY, fired as Boston collector in July, in September was indicted by a federal grand jury on charges of demanding and accepting money from taxpayers who wanted favorable decisions.



RALPH P. DEMAYO, New York agent, claimed he was lucky at the race track, but told committee he was afraid declaring his winnings might jeopardize his pension. He was suspended after testimony.



JAMES P. FINNEGAN, St. Louis collector, was high in Democratic councils, peddled his influence profitably until a congressional committee caught up with him. In October grand jury indicted him.

### TAXPAYERS' POCKETS

#### AS CORRUPTION IS FOUND THROUGHOUT INTERNAL REVENUE BUREAU

he left, reduce the tax due and pocket the difference. Others quietly made dates with taxpayers at their homes, helping them find ways to take bigger deductions and then splitting the tax saving. For a fee, employes accommodated businessmen who had to make monthly tax remittances by letting them pay a few days after the due dates, thus saving them heavy interest payments.

The field men in the Third had things even better. To take one example, they could easily shake down luggage shops run by European refugees, most of whom were ignorant of tax laws and easy prey for an expert. A field man could go far by getting friendly with a garment-district accountant who knew, and told, how his clients kept two sets of books; or by looking the other way when a ball-park turnstile was turned back, like a speedometer, to save admission taxes; or by helping nightclub owners cheat on cabaret taxes. Of all the field men the "squeal squad," whose select members ran down tips about tax evaders, had it best of all. Some of them were reported to have made hundreds of thousands of dollars in shakedowns of speculators, fly-by-night furriers and so on before four of the squad went to jail last year, breaking up the racket.

#### "A boss in name only"

NE who worked there at this time says, "The whole office was a mess. In the storeroom important papers lay around gathering dust, with mice running over them. If a taxpayer came in to ask about his taxes, you had to go to four or five files to find his return. The time sheet was supposed to be signed every morning at 8:45. Nobody ever

signed in until 9:15 or 9:30 and then you could still sign in as of 8:45. Johnson, the collector, said his hands were tied because the division heads, the men who really ran the place, were political appointees. He was the boss in name only." All this presumably came to an end last summer when Johnson was replaced.

What made the Third District so susceptible to corruption? Part of the answer has to be sought in the labyrinthine workings of a bureaucracy.

This particular bureaucracy is, as its present head, Commissioner John B. Dunlap, says, the biggest single business in the world. It will rake in \$61 billion this fiscal year from 60 million taxpayers, yet its unwieldy framework is essentially the same as it was in 1914 when it handled \$380 million and dealt with only 358,000 clients. In the last 10 years, while its volume has increased tenfold, it has only doubled its staff. Thanks to piddling pay scales its budget for the current year is \$253 million, less than half a cent for each dollar it will collect.

Its organizational profile is that of a squat Christmas tree, with the commissioner and his 12 deputies on top, festoons of branch offices in the middle and field officers with their myriads of deputy collectors, agents and clerks decorating the base.

► There are 64 collectors' offices, which receive all tax payments, check arithmetic on all income tax returns and audit a sample slice of those under \$8,000.

▶ There are 39 revenue agents' offices whose function is to audit larger returns: they check about one in 10 of those from \$8,000 to \$25,-000, and all returns above that. (They find, by the way, that two out of three of all returns



ANN MCADOO SERGE, niece of onetime Secretary of the Treasury and an auditor in New York's Third District, was arrested in June on charges of defrauding government by false tax refund claims.



JAMES B. E. OLSON, of New York Alcohol Tax unit, resigned in August after the House Ways and Means subcommittee disclosed he was on payroll of American Lithofold, got \$5,900 in 1949 and 1950.

(Advertisement)

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SIR CEDRIC HARDWICKE

DENNIS KING
PAUL LUKAS
LAURITZ MELCHIOR
THE MARQUESS OF MILFORD HAVEN
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THE WAY UP for a politically favored tax employe is a series of easy steps: after a snap examination (1) the collector snatches the favorite from the rear

#### TAX SCANDAL CONTINUED

over \$25,000 have mistakes favoring the taxpayer instead of the government.)

▶ There are 14 field offices of the Intelligence Unit whose special agents investigate suspected tax frauds and charges against Bu-

reau employes.

➤ There are 13 Offices of Accounts and Collections, which are supposed to keep tabs on the books of the 64 collectors but in practice the collectors are virtually free agents who can thumb their noses at anybody but their boss in Washington.

There are 15 field offices of the Al-

► There are 15 field offices of the Alcohol Tax Unit, whose agents watch gauges in every brewery and distillery and whose "revenooers" chase bootleggers and moonshiners.

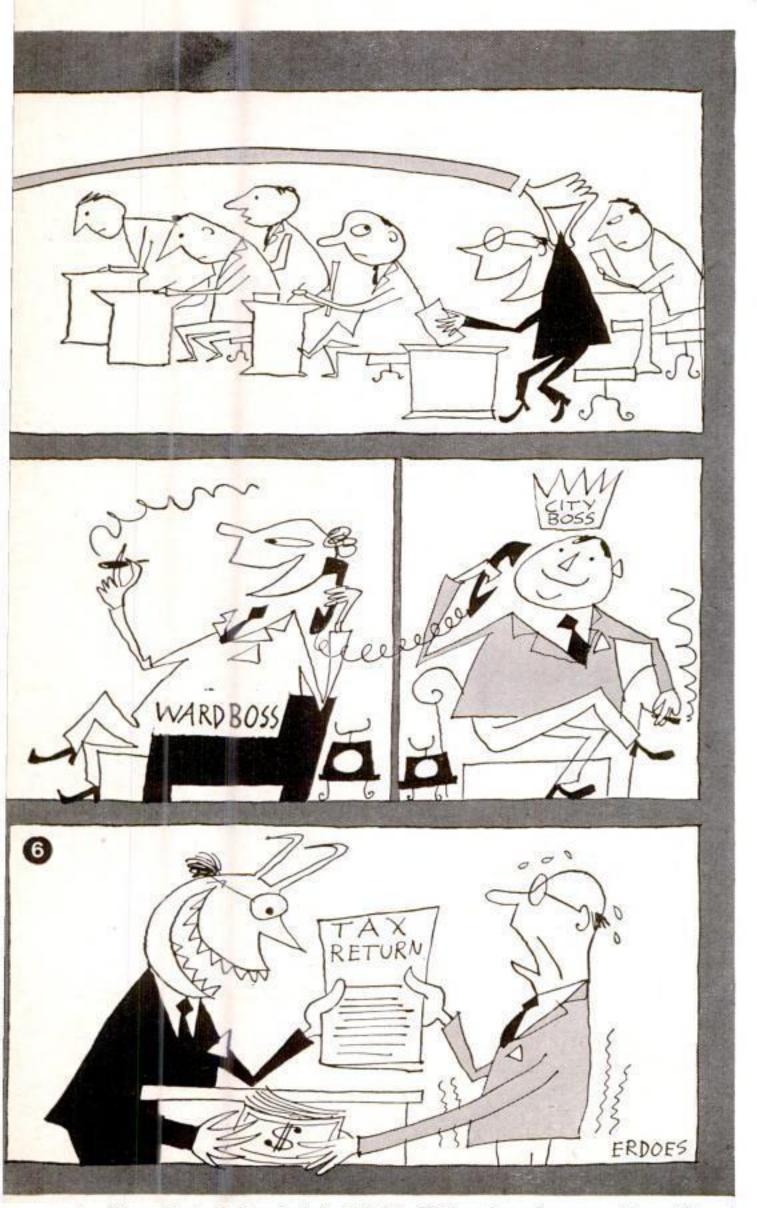
➤ There are 10 field divisions of the Technical Staff, which reviews decisions in tax disputes.

That makes 155 office bosses in the field, all reporting directly to the commissioner or one of his deputies

in Washington. More than 20,000 people in these offices have discretionary power to settle a taxpayer's account, subject in most decisions only to routine review, which means that there are 20,000 spots where a fix can theoretically be put in. A taxpayer who wants to argue about what the Bureau says he owes starts in with a deputy



of New York was duped by staff.



ranks (2) and installs him in juicy job (3). With a shove from ward boss (4) and a helping hand from city boss (5) he is soon in a position (6) to make real money.

collector or revenue agent, is passed on to the Technical Staff, then to the Tax Court, then to a Federal Circuit Court of Appeals.

In theory the only political appointees in this jungle are the 64 collectors, named by the President on recommendation of a senator. In practice the Civil Service examinations are such snaps that local bosses can ease any number of political hacks onto the payroll.

The salary scale does not necessarily attract higher types or discourage venality: 17,500 Bureau jobs pay \$2,000 to \$3,000 a year, 15,350 pay \$3,000 to \$4,000, 9,878 pay \$4,000 to \$5,000, 10,565 pay \$5,000 to \$6,000, 3,707 pay \$7,000 to \$10,000 and only 209 top jobs pay more.

There are only 95 field men in the Bureau spending their full time trying to keep the 33,000 collectors' employes honest. Until only a month ago the rest of the bureaucratic army was accountable only to its immediate superiors. Belatedly a new inspection force has been created to police them.

It was in June 1946 that a stupid

subaltern in the army unwittingly
lit the fuse under the BIR. His name was Maurice Flynn and he
was a cashier in the Wilmington collector's office. As part of a complex swindling operation, Flynn credited to other accounts \$22,500
paid by a grain merchant named John J. Williams and his wife.
Williams ran for the Senate on the Republican ticket that year and



RESIGNED BIR Commissioner Schoeneman quit under fire.

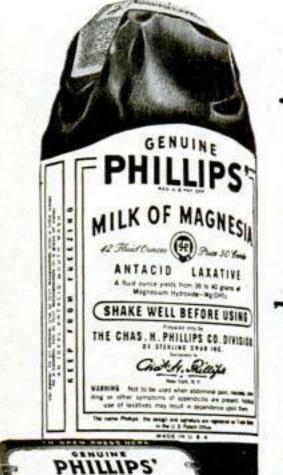
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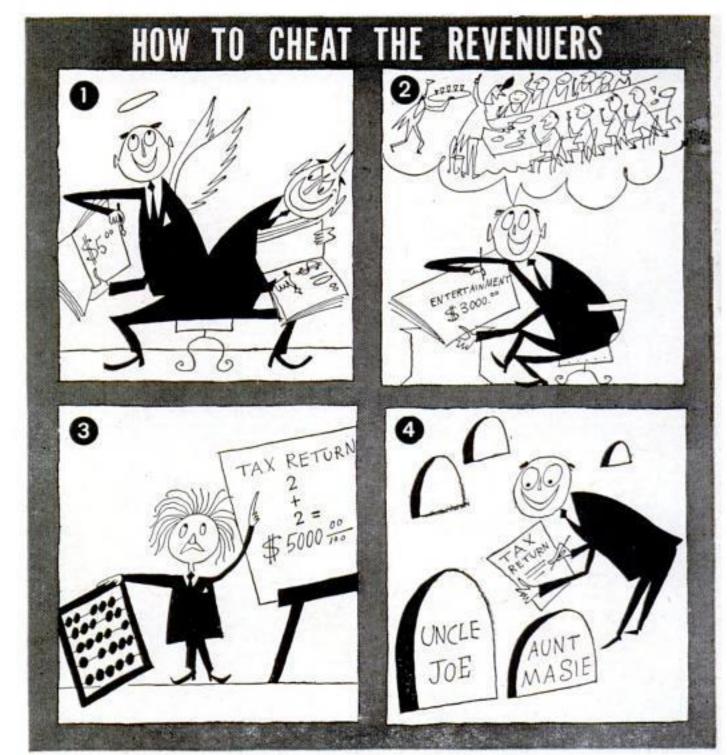
### PHILLIPS' MILK OF MAGNESIA



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TAXPAYER'S DEVICES for chiseling include 1) letting the devil in him keep one set of books for the collector while the real set is under the table; 2) deducting imaginary entertainment expenses; 3) making "mistakes" in the hope they won't be noticed, and 4) taking exemptions for deceased dependents.

#### TAX SCANDAL CONTINUED

was elected. Before and after his election Williams pursued his "mislaid" tax payments and eventually Flynn was found out, fired and sent to jail. This process took long enough to make Williams suspect that his case was not unique and he undertook a solitary campaign to find out what was really going on inside the Bureau. Soon his research began to yield results and Williams went to the Senate floor with them, making speeches in a quiet, insistent voice that got him dubbed "Whispering Willie." He got tips from disgusted Bureau employes, but he was given little aid and no comfort from the then Commissioner of Internal Revenue, George Schoeneman.

Last February Williams introduced a resolution in the Senate to remove Collector Johnson in New York. "In many cases throughout the country," he said, "the morale, efficiency and even the honesty of some of those who collect our federal taxes are distressingly bad ... our system of tax collection is shot full of cheap, inexcusable political manipulation." The speech went unnoticed and the resolution died.

On May 7 Williams whispered new charges from the floor, this time involving the RFC loans expedited for American Lithofold Corp. and James Patrick Finnegan, who had just resigned as collector in St. Louis (Life, Oct. 8). Williams was speaking on the fourth day of the MacArthur hearings and his charges were drowned out.

Little heeded though his words were at that time, Williams did manage to bring the whole picture into focus. The Kefauver Committee had needled the Treasury for slothful handling of racketeers' cases, the St. Louis Post-Dispatch was digging up dirt in Finnegan's wake, the California Crime Commission and San Francisco papers were on the trail of other crooked employes and grand juries were after still others. A House subcommittee headed by Representative Cecil King of California hired a smart tax lawyer, Adrian DeWind, and began bird-dogging the whole field. Presently a shocking catalogue of corruption began to be compiled. This is how it reads:

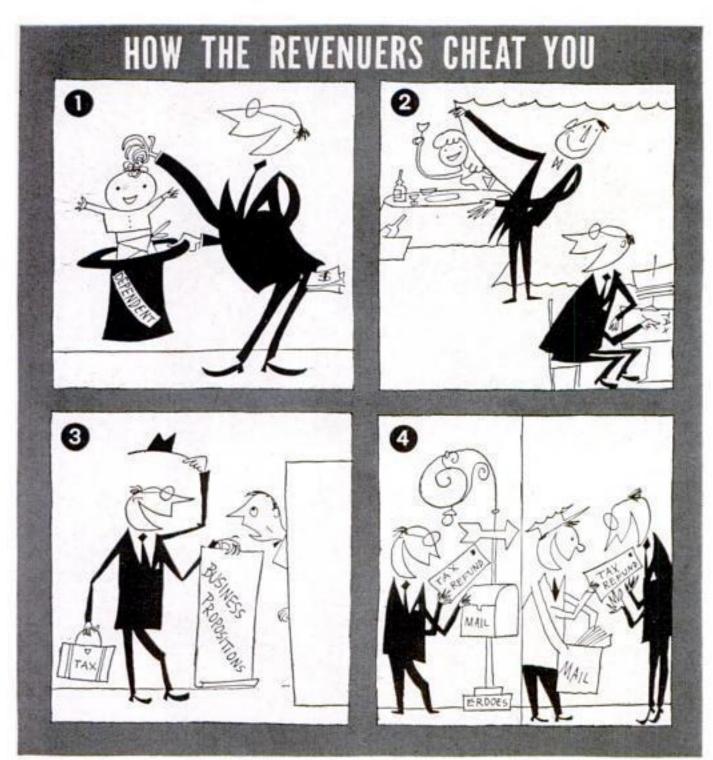
NEW YORK: In 1949 James A. Bessell, an aide to Collector Johnson, picked up a useful tip in a midtown hotel bar. He learned that a model had been making a lot of money on stocks. Bessell checked on her and found that she had not declared her winnings on her tax return. This information he used to blackmail her. She paid up. Her boy friend was outraged by this shakedown and tipped off the FBI. Bessell talked, and soon he and four other members of the "squeal squad"—Thomas J. Cannon, Anthony V. Fiscella, John A. Galgano and William A. Ganey—were arrested and convicted of similar shakedowns.

White, maize, blue,

mint (also pink in

lace - trimmed) S,

M, L, XL.



TAX-COLLECTOR'S DEVICES include 1) adding dependents to a tax-payer's return, so he can pocket the rebate; 2) paring nightclub's taxes, cutting in on its take; 3) selling insurance, stock or what-have-you to delinquent taxpayers in lieu of cracking down; 4) making out fake returns and collecting refunds.

Thirteen months later, on June 29, Treasury men in New York uncovered another kind of tax racketeering. They arrested Mrs. Anne-Brooks McAdoo Serge, niece of former Treasury Secretary William Gibbs McAdoo, as the ringleader in a scheme to collect tax refunds. Mrs. Serge, auditor in Johnson's Third District office, was accused of filing returns for fictitious taxpayers. Sidney Jacobs, deputy collector in the Second District, and another man were charged with being her confederates. According to the charge the returns showed overpayments of taxes calling for refunds of \$100 to \$300, and when the Treasury mailed checks to the phony taxpayers, members of the ring would pick them up and cash them. By mid-July, 25 people outside the bureau, including a bartender, a beautician and an actor, had been implicated for providing mail addresses for refund checks.

The China Doll case in the Third was a marvel of simplicity. An indictment later filed stated that Window Teller Joseph Levaca and a girl confederate went out of their way to be nice to this nightclub, which was delinquent in taxes but generous to Levaca and his friend. When the club sent in checks on its tax account the returns and the checks were torn up. Levaca, Florence Smith and another man were indicted on July 9, 1951.

Twenty-seven thousand Bureau employes have been asked to fill out income and net-worth questionnaires. Just before a number of the first New York agents received sample questionnaires they tried to resign and then refused to answer them when subpoenaed by the committee. Others told some remarkable stories.

Agent Mordecai Miller admitted he had more bank accounts than he could remember. Agent Ralph DeMayo said he guessed he was just lucky with the horses—he'd won \$3,216, for instance, on Royal Bones and Blue Moon in a daily double at Belmont last spring. Checking up, the committee learned that Royal Bones had not won a race this year and Blue Moon had won only once, and then not in the spring but on Oct. 10. Miller, DeMayo and Agents Jack Neustadt and William H. Dettmer Jr., another very lucky horse player, were suspended, and Agent Jacob Friedman, a \$4,850-a-year man, was later arrested for making false statements explaining how he could live on a scale several times better than his pay. Two more New York employes, Theodore Isaacs and Elias Schulman, have been suspended pending investigation.

Late last month still another New York collector, Joseph P. Marcelle of the First (Brooklyn) District, resigned his \$10,750 job at Commissioner Dunlap's request "for the good of the service." It appeared that Joe Marcelle's personal actions, not his official ones, were embarrassing. For one thing, he had understated his net income on his 1948 return, modestly declaring \$135,776 in gross in-

CONTINUED ON NEXT PAGE



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THERON LAMARR CAUDLE, assistant U.S. attorney general in charge of tax prosecutions, has been criticized for failure to press fraud cases to trial.



DAN M. NEE, collector at Kansas City until 1948, resigned. Later he represented a businessman accused of dodging taxes during his term of office.

#### TAX SCANDAL CONTINUED

come but listing only \$66,981 of it as taxable. Instead of going to Washington the return had gathered dust in Brooklyn for two and a half years. In the seven years since his appointment Marcelle had made \$190,000 in outside income, and when Herman Schmitt, his head income tax man, made out his returns for him he said he just signed them without reading them. "While meticulous in my office, I have been careless in my own affairs apparently," Marcelle said. But he added brightly, "I've enjoyed the most beautiful relationship with taxpayers."

Marcelle also had a beautiful sideline relationship with his law clients, and most beautiful of all was his relationship with a vending machine outfit which did business (without Marcelle's knowledge, he insisted) with a partner of Abner ("Longie") Zwillman, New Jersey underworld baron. Marcelle made \$150,000 from that

relationship.

The New York office of the Alcohol Tax Unit yielded up another interesting example of big money being made on the side. Its supervisor, James B. E. Olson, resigned his \$8,800-a-year job without explanation in August. As the King subcommittee subsequently learned when it held hearings in New York, Olson was yet another member of the prosperous Lithofold family. He received \$5,900 from that firm and later arranged printing contracts for Lithofold with liquor companies over which his office exercised federal taxing authority.

#### A little business on the side

∩LSON told how he and Joseph D. Nunan Jr., former U.S. Commissioner of Internal Revenue, were brought into Lithofold as \$750-a-month vice presidents at the invitation of St. Louis Collector Jim Finnegan. Olson also ran a truck-body concern which sold bodies to breweries he dealt with and he had tried to get the South American territory for a television manufacturer, Teleking, run by one Louis I. Pokrass, an associate of No. 1 New York gambler Frank Costello. He had time to do all this, Olson told the committee, because he only spent two or three hours a day in the Alcohol Tax Unit office. "I thought that if I put in an eight-hour day," he explained, "I would just be butting in. I don't know what else I'd do except sit around."

LONG ISLAND: On April 12 Andrew J. Kelly, deputy collector in the Freeport office, was arrested on a charge of taking a \$1,000 bribe from a butcher to settle a 1946 income tax assessment.

SYRACUSE: On April 11 the Civil Service Commission ordered the dismissal of Burton D. Murphy, chief office deputy in the BIR office, for pressuring fellow employes into contributing to the local Democratic committee in violation of the Hatch Act.

NEWARK: Dominic Vita, for 16 years head of the local inspection division of the Alcohol Tax Unit, was suspended Oct. 15 "pending full investigation of serious charges." Walter Doxon, a revenue agent, was suspended Sept. 24 after telling the Senate investigating subcommittee how he received \$7,200 in fees for helping American Lithofold get printing business from Warner-Hudnut Inc., a New York cosmetic manufacturer.

CHICAGO: William C. Maguire, supervisor of the estates tax group in Chicago, has been reprimanded for "indiscretion." He had borrowed money from persons representing estates whose tax cases were pending in his office. Maguire's affairs were brought to light

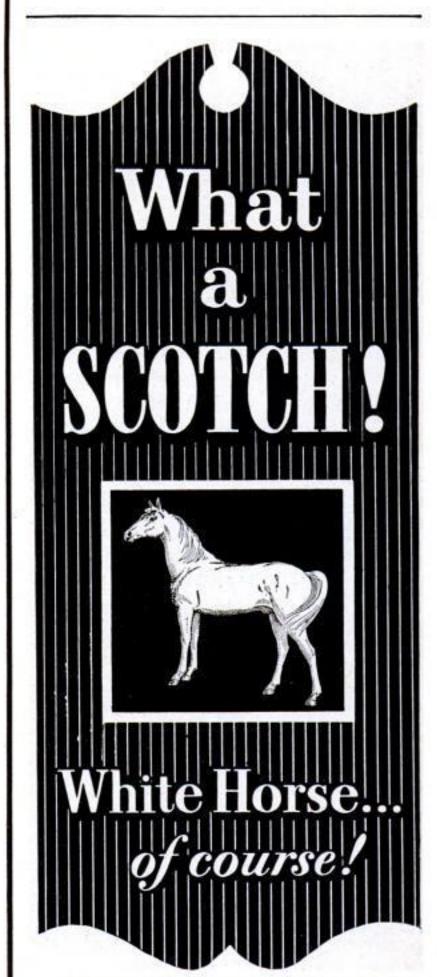
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INQUIRY IS PUSHED by King subcommittee, shown questioning Brooklyn Collector Joseph Marcelle. Counsel Adrian DeWind is seated at top left.

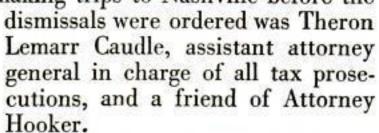
#### TAX SCANDAL CONTINUED

INQUIRY'S FATHER is Sen.

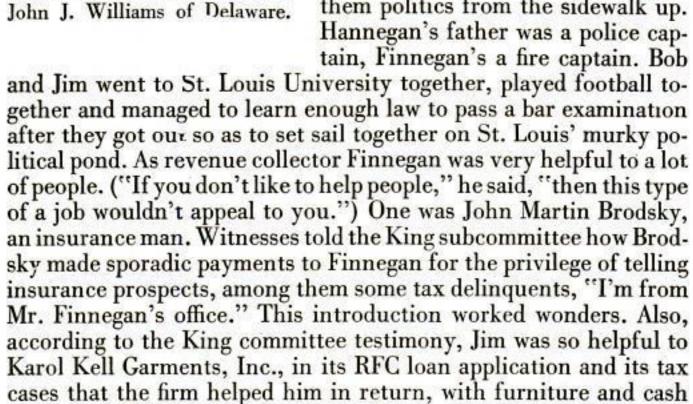
by one of his subordinates, William E. Furlong, whose reward to date has been a reprimand and the threat of possible dismissal—for insubordination and snooping about in his boss's office.

NASHVILLE: On Oct. 22, Lipe Henslee, respected collector of internal revenue, asked for and got suspension from his job. Subsequently Drew Pearson printed a report that he had fallen "a victim of narcotics" after an illness two years ago. Announcing the suspension, Commissioner Dunlap said it was purely a matter of health; Henslee's condition was such that he "cannot and has not been able to devote himself fully to his duties." Henslee said that he had been taking Demerol, a pain-killing drug, but had stopped, that he did indeed own a Cadillac as Pearson stated, that he had indeed owned a small golf club, but that it had made no money, and he had indeed owned two slot machines but had sold them.

Nineteen months ago in Nashville a "runaway" grand jury indicted five persons, all represented by Attorney John Hooker, for paying income taxes totaling \$120,737 when they should have paid \$330,733. Three of the cases have been dismissed on orders of the Justice Department in Washington and two are pending. Among Justice Department officials making trips to Nashville before the



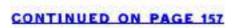
st. Louis: The sad story of Jim Finnegan, the collector for St. Louis, is pretty familiar by now. He came in line for the tax job seven years ago when the late Robert E. Hannegan left it, soon to become Democratic national chairman, the political post that was his reward for putting Harry Truman over as the vice presidential nominee in 1944. It was only natural for Hannegan to choose Finnegan as his successor, for Bob and Jim had parallel careers that taught them politics from the sidewalk up. Hannegan's father was a police captain. Finnegan's a fire captain. Bob



payments. He helped the St. Louis Browns get an RFC loan.

Finnegan also helped unlock the RFC coffers for the ubiquitous

American Lithofold and in return received \$23,000 in commissions
and \$21,000 in expenses.





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#### TAX SCANDAL CONTINUED

Finnegan's undoing began last February when a retired BIR special agent named Robert L. Sharp wrote to District Judge George H. Moore to complain that politically potent attorneys were able to fix tax cases. Judge Moore, a former tax collector himself, got the federal grand jury to work, but first he called up Attorney General Howard McGrath in Washington and suggested that the Justice Department get busy. McGrath said he'd look into it and call back, but never did. (Last month when Judge Moore disclosed the conversation, the Attorney General accused him of "damnable and contemptible lies," then phoned him that afternoon to say his memory had been refreshed, and apologized.)

With the help of Ellis Slack, sent to St. Louis from McGrath's office, the grand jury wrote a preliminary report presented March 21 clearing Finnegan's office. The next day Judge Moore hinted he would recall the jury. The day after that Treasury Secretary John Snyder telephoned the judge to assure him that he would clean up Finnegan's office. An hour later Commissioner Schoeneman telephoned the judge to say that Finnegan would resign.

On April 4 Finnegan announced he was quitting to give more time to his law practice. On April 30 the grand jury was recalled (although Lamarr Caudle said it wasn't needed) and Judge Moore charged it sternly, "Don't let anyone, whatever his interest, thwart the effort to have a thorough and searching investigation."

On Oct. 11 the grand jury finally did its duty. It indicted Finnegan on five counts of abusing his public trust for private gain (totaling \$9,141).

#### An epidemic of resignations

WASHINGTON: As the investigations proceeded, a virulent epidemic hit Internal Revenue circles in Washington. On June 27, George J. Schoeneman resigned as commissioner of internal revenue after 42 years of government service—for reasons of health. On Aug. 14 Daniel A. Bolich resigned as assistant commissioner of internal revenue-for reasons of health-and was then given a new post on the management staff of John Dunlap, the new commissioner. On Oct. 5 Carroll E. Mealey resigned as deputy commissioner of internal revenue and head of the Alcohol Tax Unit-for reasons of health. As the exposures of BIR corruption mounted, William Boyle, chairman of the Democratic National Committee and friend of Jim Finnegan, who had survived disclosure of his connection with Lithofold at the RFC hearings, resigned-for reasons of health. BOSTON: According to testimony given before the King subcommittee, Denis Delaney, collector of internal revenue, was a good friend of Jim Finnegan and his brother Hugh. Through Hugh a New Yorker named Daniel Friedman met Delaney. Friedman ran a tax-consultation firm, Estate Research Bureau, some of whose Massachusetts clients were shoe manufacturers and furriers who were in trouble over their taxes. Friedman and Delaney got well acquainted. As the House subcommittee later learned, several worried Boston businessmen were visited by Friedman, who told them in effect "Denny sent me" and offered, for a fee, to try to save them some of the money they owed the government.

The Friedman-Delaney relationship was all very businesslike, witnesses told the King subcommittee. Friedman would make out checks to William Delaney, a tax consultant and nephew of the collector, and William faithfully endorsed them over to his uncle. On July 17 Delaney was fired. On Sept. 14 the grand jury indicted Delaney 1) on six counts of accepting a total of \$12,500 to influence his decision on tax matters, and 2) on three counts of signing false

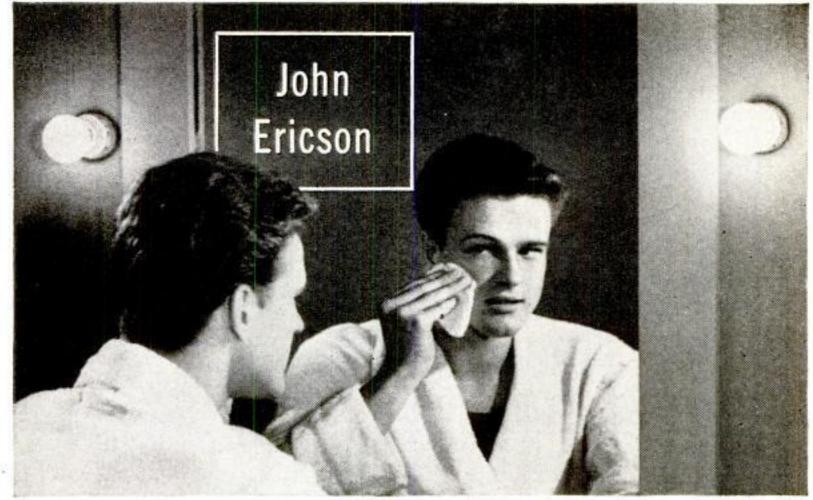
certificates lifting tax liens totaling \$180,498.35.

san francisco: Here the ranks of BIR employes have been thinned as if by a holocaust. Patrick Mooney, retired chief field agent for the BIR's Nevada district, and Ernest ("Mike") Schino, now discharged chief field agent in northern California, are about to go to trial in San Francisco on charges of extorting money from a

convicted abortionist in lieu of investigating her tax return. Their technique, according to a California Crime Commission Report, was to sell stock in Mooney's "Mountain City Consolidated Copper Company," which had a mine but didn't work it.

William D. Malloy, deputy collector in Salinas, accused of shaking down a madam, was fired on orders from Washington.

Collector James Smyth was suspended "for incompetence, pending investigation" on Sept. 27, the morning after one of his aides, Edwin M. Furtado, attempted suicide via sleeping pills and wrist-slashing. Later when he had time to recover and reconsider he decided to confess his sins. When it was brought out that Smyth had paid no income tax in 1945 and had paid up other returns a couple of years late, he snorted. "Hell," he said, "I hadn't done anything crooked; I didn't pay the tax because I didn't have the dough."



John Ericson, youthful star of the Broadway comedy "Stalag 17."

#### Actors' faces are extra-sensitive

But John Ericson knows that this wonderful shaving cream helps him shave comfortably, have soft, smooth-looking skin.

Wearing and removing heavy stage make-up several times a day leaves actors' faces sensitive to the razor, prone to wrinkled, old-looking skin. And for actors, looking one's best is important to returns at the box office.

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If your position, too, requires good grooming at all times, use the New Williams Shaving Cream with Extract of Lanolin every time you shave. It helps your skin preserve its youthful qualities, take on that healthy glow...helps you look your very best at all times.

Start using the New Williams Shaving Cream right away. If you prefer a brushless shaving cream try new Williams Brushless. It contains the same luxurious shaving cream qualities.





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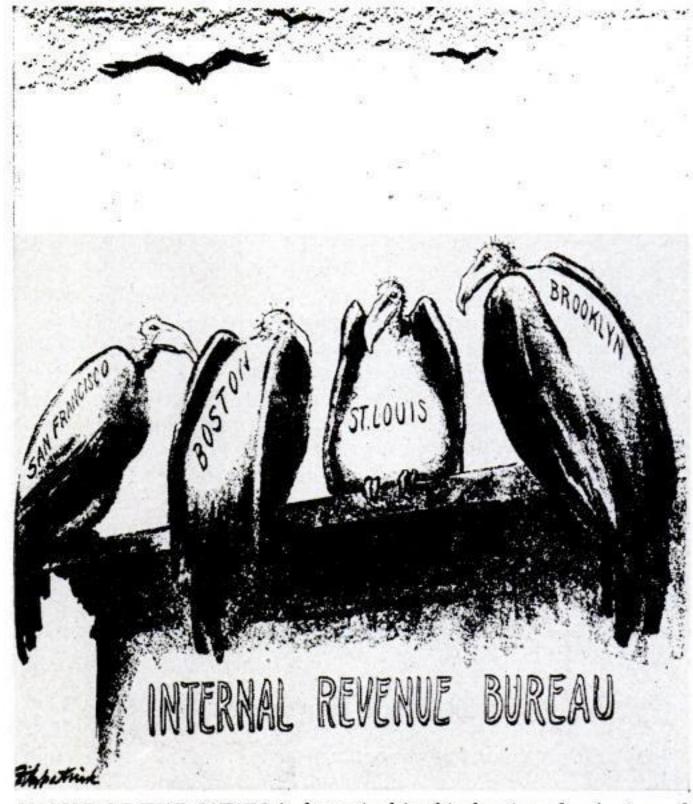
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SHAME OF THE CITIES is dramatized in this drawing of gathering vultures by Daniel Fitzpatrick, famed cartoonist of the St. Louis Post-Dispatch.

#### TAX SCANDAL CONTINUED

Also suspended with Smyth and for the same reasons were about a third of his supervisory staff, including: John A. Malone, assistant chief of the income tax division and brother of Democratic Boss William Malone; Paul V. Doyle, chief office deputy; John J. Boland, chief field deputy; David F. Cunningham, deputy collector; Martin J. Tierney, chief of the wage and excise tax division and Ignatius A. Beresford, Tierney's assistant. Dorothy C. Frisbie, an auditor in San Francisco, pleaded guilty to charges of embezzling \$5,000 from the Federal Credit Union division in the BIR office. Furtado, chief of the accounts section of the wage and excise tax division, awaits trial on charges of embezzlement, falsifying and destroying government records. James J. Christman, deputy collector at San Rafael has been indicted on three counts for disclosing Bureau records for money. Incidentally the House subcommittee's sleuths are getting little help from the U.S. attorney in San Francisco.

KANSAS CITY: On Oct. 8 Senator Williams reviewed in a Senate speech the strange case of the Midwest Storage & Realty Co., one of whose owners, Ardeis H. Myers, still owes the U.S. \$675,000 for 1942–46 taxes. Williams recalled that Myers and Dan M. Nee, former Kansas City collector, had rented buildings at Camp Crowder from the War Assets Administration, then leased them at huge profits to the Commodity Credit Corporation for grain storage. The WAA official who helped them do it was Nee's partner in an automobile firm, Quirk J. Bernard. Why, Williams asked, was Myers' huge tax liability allowed to gather dust, first in Nee's BIR office in Kansas City and then in Washington?

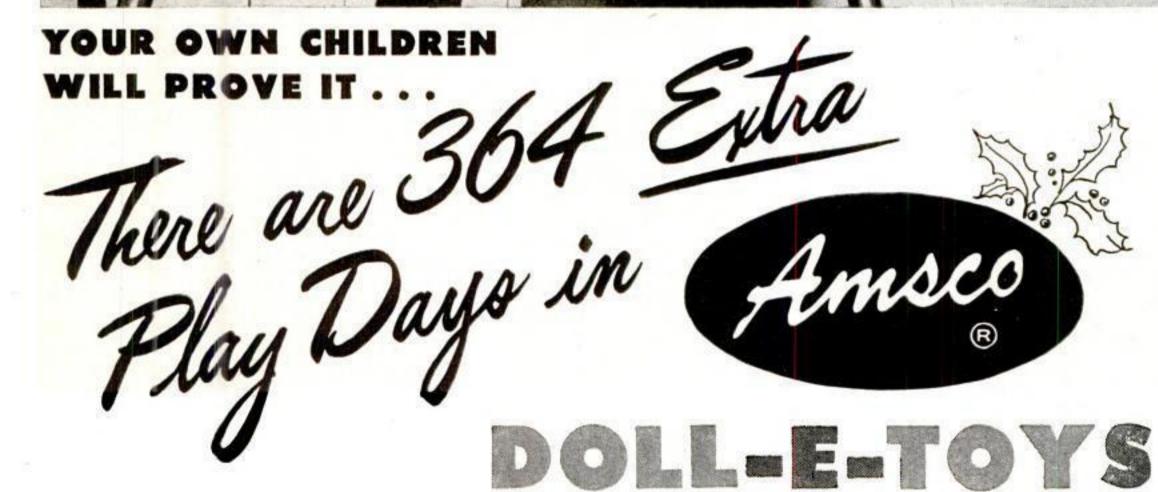
Four days after Williams' speech the Myers case was referred to the Justice Department with a recommendation for prosecution for fraud.

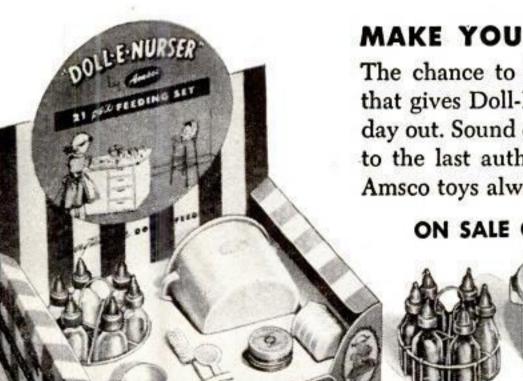
WHEELING, W. VA.: On Oct. 17 Senator Williams made another speech to the Senate. This time he exposed the case of William G. ("Big Bill") Lias, race track owner who had tried to settle a \$2,230,000 tax claim for \$500,000. Two days later Internal Revenue issued liens against Lias's property.

It is important to fix accurately the responsibility for this shabby record of misconduct in public life. The American taxpayers are hardly blameless, for a huge but indefinable proportion of them happily play the game of chiseling on their returns, adding a nonexistent dependent or inflating entertainment expenses and charity contributions.

Congress has a heavy share of the blame for its failure to increase appropriations to the Bureau as it increased the volume and scope







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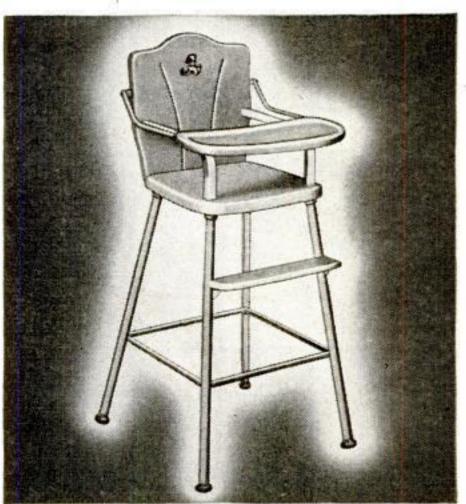
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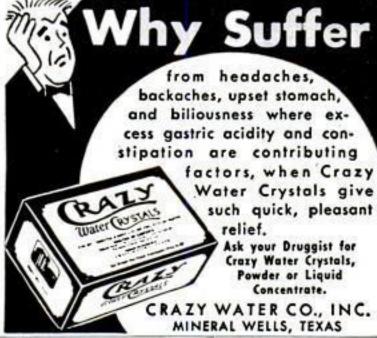
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#### TAX SCANDAL CONTINUED

of its work. In 1948 a joint House-Senate Committee reported, "Unnecessarily cumbersome, outmoded and wasteful practices have continued in the Bureau for decades." They still do.

Finally, and most immediately, the responsibility weighs heavily on the present administration in Washington. It has used the Bureau extensively as a roost for those who deserve well of their party. The Administration has consistently obstructed investigations and opposed recommendations for cleaning up the Bureau. As recently as five weeks ago President Truman was against taking the 64 collectors out of politics and making their appointments subject to Civil Service; only after the scandal erupted nationally did he agree to recommend that this step be taken.

There are other measures that will help. Pay scales should be raised to attract abler people into the service. The Hoover Commission, for reasons that are now painfully obvious, recommended that an independent audit system be set up outside the Bureau itself.

These reforms are for the future. Meanwhile there is the job of ferreting out the rest of the crooks in the Bureau. The worst is yet to come. Those employes who are awaiting trial can be expected to implicate fellow staff members still unbesmirched. Of those employes "suspended pending investigation" a good proportion will probably find themselves facing indictments and trials when the investigations are concluded.

Other cities remain to be heard from. There have been reports, now being investigated, that the tax-refund racket that went so smoothly in New York was being worked in Syracuse, N.Y. From Detroit the House subcommittee had been given some leads by Senator Blair Moody of Michigan, whose own Senate Small Business subcommittee has been looking into the gray market in steel. Senator Moody's subcommittee discovered some interesting connections between several special agents in Detroit and a gambler who has lately been dabbling in steel.

The House subcommittee has decided that it has found something worth looking into very much closer home and on a much higher level. It has asked for and received the income tax returns of Theron Lamarr Caudle mentioned here in connection with Nashville and St. Louis, who is still the assistant attorney general in charge of prosecuting violations of the tax laws. The subcommittee has already heard how Caudle made a trip to Italy with most of his expenses paid to help two wine merchant friends extract \$96,000 from their Italian bank accounts in dollars instead of in lire.

When reports are in from trials that have been scheduled and investigations now in progress, the scandal will begin to exert on the national scene the same kind of influence already felt by a number of old entrenched politicos in recent elections (pp. 42, 43). The Administration, deeply and directly implicated, has been warned by the new chairman of the Democratic National Committee that it may be expedient to jettison a number of party stalwarts from party as well as federal jobs. New disclosures will make new headlines in 1952 and play an important part in the presidential election. Tax racketeering may even become the biggest single politi-cal issue of 1952 and a direct cause of Harry Truman's departure from the White House.



FINNEGAN AND FRIEND were photographed in 1948 when St. Louis collector (left) boarded Truman train to screen him from "undesirable" contacts.



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FINISHED STATUE was momentarily exposed to the public on a sunny boulevard overlooking ocean. Cousino

identified his abstract creation as the Virgin Mary with "her mouth open in a stifled cry of the world's sufferings."

### BIARRITZ HAS EUGENIE TROUBLE

For years the town of Biarritz on the southwest coast of France was graced with a bronze monument of its greatest patron, the Empress Eugénie, whose visits to the town a century ago turned it into a fashionable resort. But during World War II the Germans melted down the Empress for armaments and ever since the town officials had been casting about for a suitable replacement. Last spring they settled on the work of a young Chilean sculptor named Juan Luis Cousino, who had submitted an ingratiating model of Eugénie with wasp waist, swan neck and billowing crinolines. Cousino promptly set off for the Carrara mountains in Italy and went to work on a four-ton block of marble. By fall he was back in France with his statue and Biarritz sent out invitations for the grand unveiling.

But a few days before the ceremony, officials turned up for a sneak preview and got the shock of their lives. In place of the curvaceous queen they found a waistless, stoney-eyed sphinx whom Cousino identified as the Virgin Mary. Horrified by the unexpected transformation, the officials canceled the unveiling, ordered the statue to be carted away to the city dump and demanded that the sculptor refund the 350,000 francs they had spent for the monument. Abashed, Cousino was willing to pay half that sum and tried to explain his artistic aberration. "I started off with the usual base, then despite myself, in the grip of a driving force, my hammer hit on my chisel. I was haunted by a rhythm in the form of a cross and I had to obey orders which were not of my own inspiration."



MODEL for statue portrayed Empress Eugénie in undulating skirts and train.



SCULPTOR, 28, lives near Biarritz, is the son of a rich industrialist of Chile.

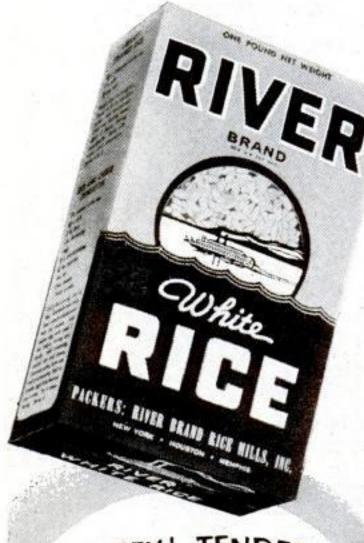


**EMPRESS,** child of a Spanish count, was famous beauty and fashion leader.



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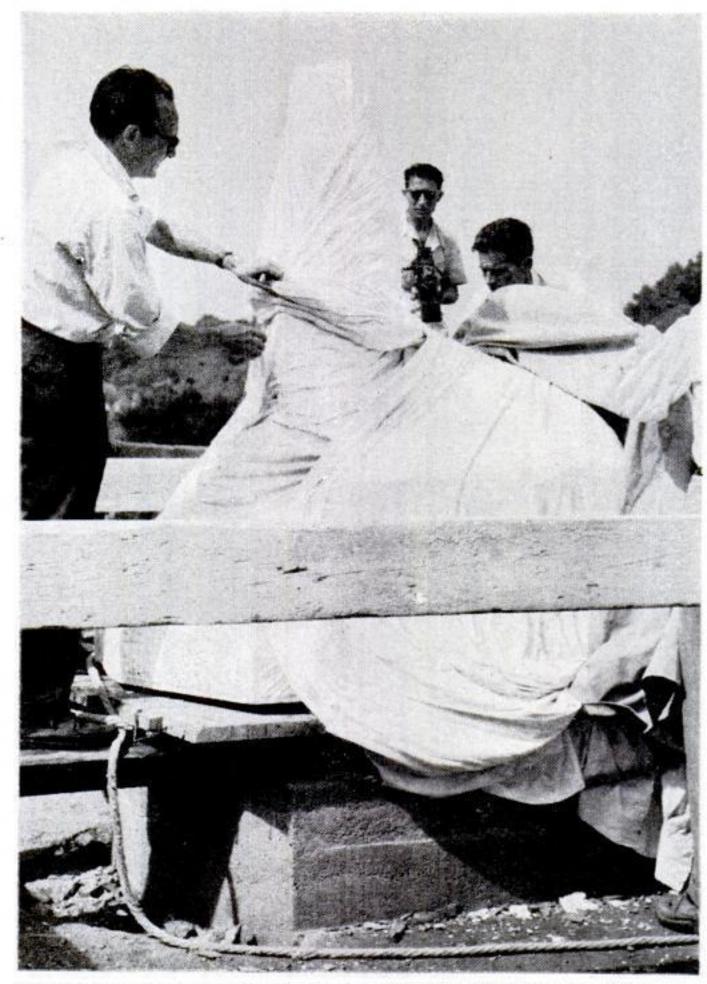


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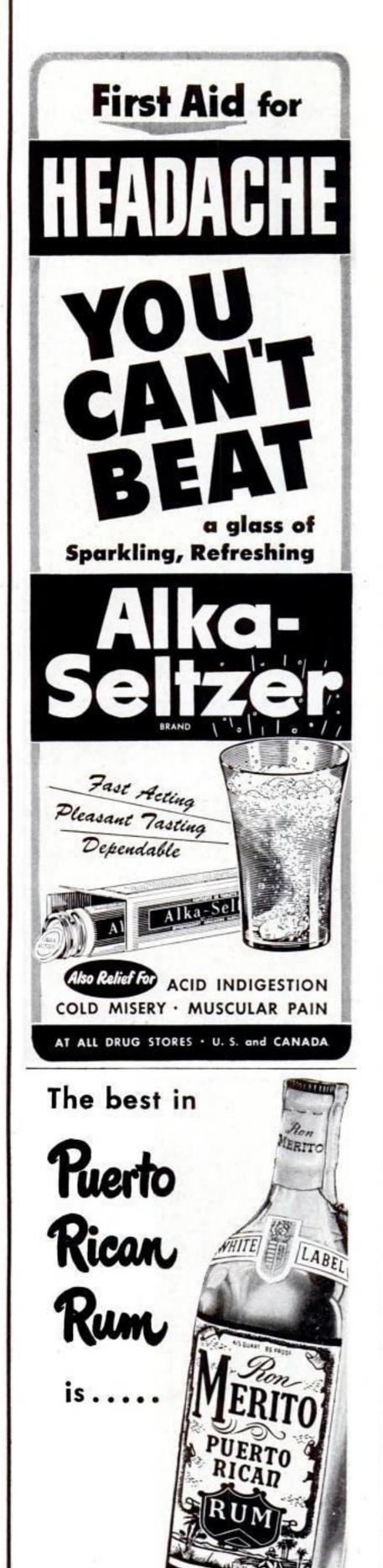
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**VEILED** by voluminous shrouds, the statue is hidden from the eyes and cameras of curious passersby who want to get a glimpse of Cousino's pyramidal Virgin.



UNVEILED at the city warehouse, the statue reposes amid abandoned carriage and benches. Cousino would like it back but the city wants its money first.



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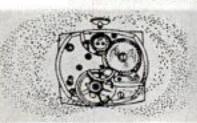
#### Five-minutes reading time to assure satisfaction in your Christmas watch

#### A Watch Has 128 Parts



An everyday wrist watch is made up of about 128 parts, whether it costs one dollar or several hundred dollars.

#### What Makes a Watch Tick



A watch has a source of power, the mainspring. Its governing mechanism is the balance assembly which regulates the flow of power.

The various wheels and pinions transmit the flow of regulated power from the mainspring to the hands. All watches function much in this way.

#### Now the Differences Begin

All watches, then, have in common certain fundamental mechanical features. Apart from this, one watch can so differ from another as day from night. The similarities are in mechanism; the differences are in design, in execution and finish.

#### What Shows That One Watch is Better Than Another

It takes a book to describe the scientific standards by which the excellence of a watch mechanism is established. But you need not read such a book. You can judge any watch by the record of its accomplishments and honors, throughout the world.

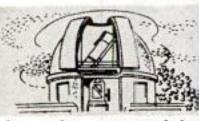
#### At World's Fairs and International Expositions



For most of the past 100 years, the criterion of excellence for products of every type, from every land, was determined by impartial juries of experts at world's

fairs and international expositions. All leading makers of watches have been free to enter such competitions. Longines is the only watch in history to win 38 highest awards in competition at the great world's fairs and international expositions: the total, 10 Grand Prizes and 28 Gold Medals.

#### In Accuracy Competitions at National Observatories



The great government observatories maintain chronometric laboratories. To them, watchmakers are invited to submit their time-

pieces in competitive accuracy competitions. The records show that since 1878 Longines watches, in observatory accuracy competitions, have won prize after prize. Longines is the only watch in history to be classified "first" at the four government observatories-washington, D.C.; KEW-TEDDINGTON, ENGLAND; GENEVA and NEUCHATEL in SWITZERLAND. The all-time accuracy record for wrist watches at NEUCHATEL GOVERNMENT OBSERVATORY is also held by Longines. An unsurpassed achievement record!

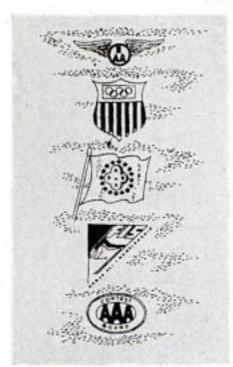
#### In Aviation



Most of the aviation timepieces in use today were first made by Longines-Wittnauer. It can truthfully be said that "Longines is

the First Watch of Aviation". As early as 1918 Longines was making watches for aviators. The great aviators of history - BOARDMAN, CHAMBER-LAIN, COLLYER, EARHART, GATTY, HUGHES, KINGS-FORD-SMITH, LINDBERGH, MATTERN, POST, WILLIAMS and many others, used Longines watches for air navigation. Longines watches were used in charting the majority of the world's far-flung air routes. Today, Longines watches are used by major airlines and pilots, for actual overseas navigation.

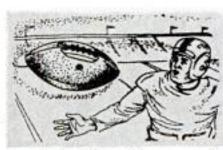
#### In Sports



The record shows that Longines was probably first in the world to make one-fifth second timing watches; that the finest one-tenth second timing watch extant is Longines; that the principal world's records in most sports now on the books were officially Longinestimed. All over the world, Longines watches are official for timing sports events in all fields. The number of sports and contest associa-

tions for which Longines is Official Watch is legion; among them are - u. s. OLYMPIC COMMIT-TEE, NATIONAL AERONAUTIC ASSOCIATION, AMERI-CAN AUTOMOBILE ASSOCIATION, FEDERATION INTER-NATIONALE DE L'AUTOMOBILE, AMERICAN POWER BOAT ASSOCIATION, INTERNATIONAL SKI ASSOCIATION, INTERNATIONAL BOXING CLUB, NATIONAL HORSE SHOW, FIRST PAN AMERICAN GAMES, VI OLYMPICS WINTER GAMES OF 1952, III BOLIVARIAN GAMES.

#### In Football



For years, Longines watches have timed the football games for more than 100 leading American colleges and universities. Longines is also the exclusive official

watch for the professional NATIONAL FOOTBALL. LEAGUE, and times all games of the NATIONAL CONFERENCE and the AMERICAN CONFERENCE.

#### In the Great National Game



In baseball, as well, all umpires of both major leagues, the NATIONAL LEAGUE and the AMERICAN LEAGUE, use Longines watches for tim-

ing all games, including the WORLD SERIES.

#### In Science, in Exploration



Longines watches have been selected countless times for scientific missions, among which may be named those of the american museum of NATURAL HISTORY and HAR-

VARD OBSERVATORY. ADMIRAL BYRD used Longines watches in all three of his Antarctic expeditions. SIR HUBERT WILKINS and RAOLD AMUNDSEN used Longines watches in their perilous flights over the Arctic. For more than half a century Longines has been the watch of premier choice in exploration.

#### People Like You and Me

The record of performance of Longines watches with millions of discriminating men and women all over the world during the past 85 years is an even more conclusive record of achievement. For greater accuracy, for long life, for utter dependability, the Longines record is beyond compare.

#### What This Record Proves



The record shows conclusively that throughout the world no other name on a watch means so much as LONGINES, the World's Most Honored Watch, pre-

mier product of the Longines-Wittnauer Watch Company, maker of watches of the highest character since 1866. When next you buy a watch, either for yourself or as a gift, remember, if you pay \$71.50 or more for a watch, you are paying the price of a Longines and you should insist on getting a Longines. There is a style and type of Longines watch for every need and purpose.

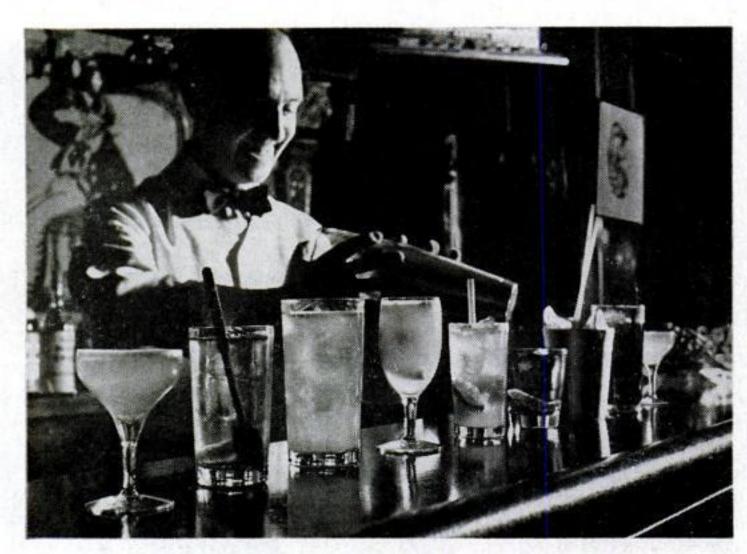


WATCHES IN TWO UPPER PANELS IN GOLD-FILLED CASES; OTHERS IN 14K GOLD CASES. ALL PRICES INCLUDE FEDERAL TAX.



Burgess Meredith, screen and stage star, drinks a Puerto Rican Rum Highball in "21," swank New York restaurant. Says Meredith: "It's terrific!"

Proprietor Mac Kriendler (left) says many of his customers now drink rum highballs. Meredith is currently directing the Theatre Guild's "Lo and Behold."



Versatile rum is used in big variety of easy-to-mix drinks. Outstanding favorites made with Puerto Rican Rum include Highball, Daiquiri, Old Fashioned, Rum Sour, Rum 'n' Cola. Shown mixing drinks is Emil, genial bartender at "21."



Meredith and Kriendler shake hands at door of "21," through which have passed many of America's most famous and fashionable people. In other smart clubs from New York to California, rum highball is increasingly popular.



PUERTO RICO, U. S. A .- RUM CAPITAL OF THE WORLD

#### NEW HIGHBALL TREND

### Will Puerto Rican Rum Highballs cause first major change in U. S. drinking since Repeal?

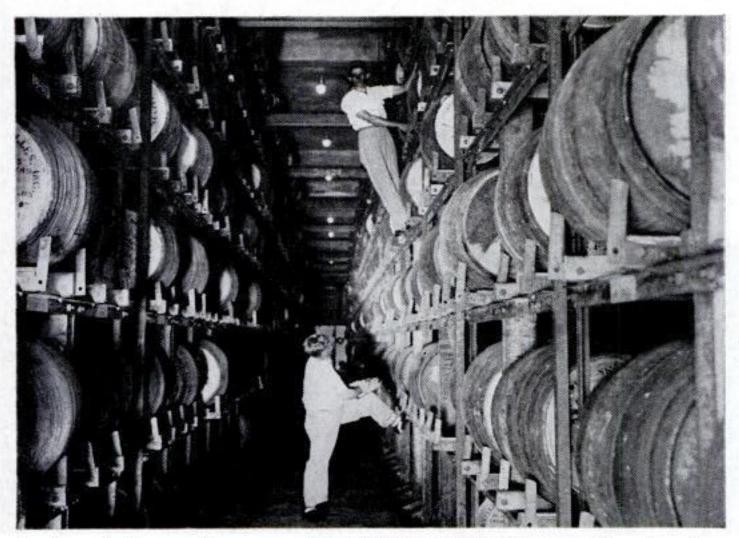
Fancy drink fads come and go. But not in the 18 years since Repeal have Americans changed their basic drinking habits. That appears to be happening today. The new Puerto Rican Rum Highball is already becoming popular in many swank bars, night-spots and homes from coast to coast. Reason for the trend, say sophisticated drinkers, is simple: Puerto Rican Rum is potent (86 proof) but it's definitely dry, lighter, and more mild-flavored. It seems to wear very well—especially with those who enjoy their after-dinner highballs.

Puerto Rican distillers attribute unusual smoothness of the rum to the island's natural spring waters, superior distilling facilities and sunny climate—the climate that has made Puerto Rico a year-round playground for U. S. tourists. Highball drinkers are quick to point out that Puerto Rican Rum—extremely light and dry—is altogether unlike any of the sweet, heavy rums. Recipe for rum highball: large jigger of Puerto Rican Rum (white or gold), with water, soda or ginger ale, plus ice and often a twist of lemon peel or dash of Angostura bitters.

Among the fine rums made in Puerto Rico are Ronrico, Don Q, Carioca, Maraca, Merito, Riondo, Christopher Columbus, Boca Chica. You can get free recipe folders for delightful rum drinks, appetizers, and free "Rumster" party kits at your liquor store, or by writing to:

#### RUMS OF PUERTO RICO

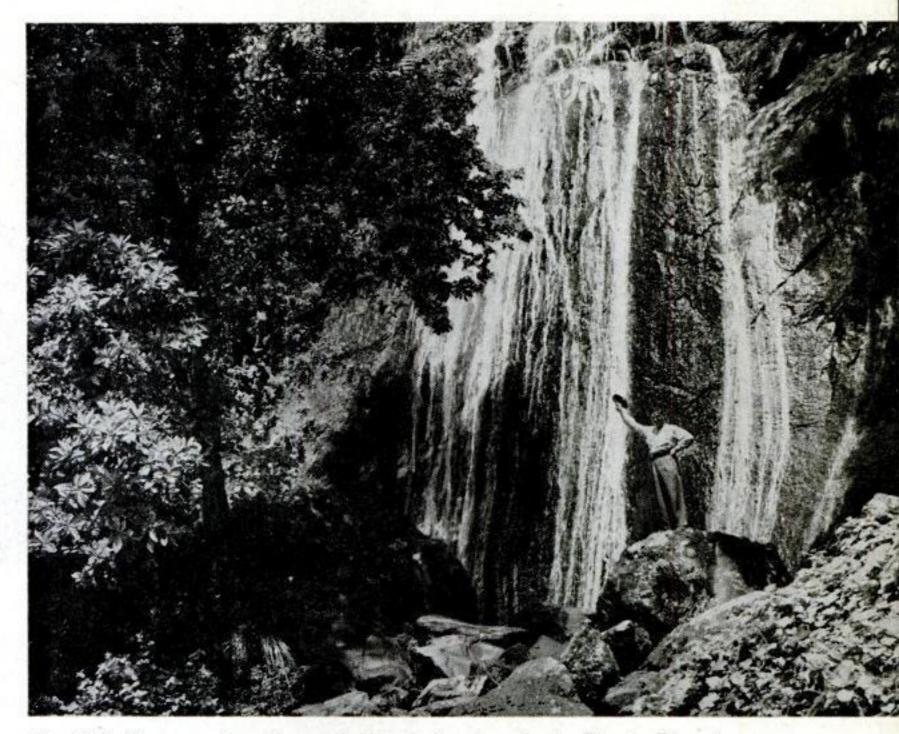
600 Fifth Avenue, New York 20, N. Y.



In bonded warehouses, clear-gold Puerto Rican Rums mellow in oaken casks until they are silken-smooth. Rums are aged in accordance with Quality Control Law, passed by Government of Puerto Rico to insure rums' high quality.



Story of rum starts in the cane fields of Puerto Rico. Here sugar cane of the very finest variety flourishes in the rich soil and year-round sunny climate.



Crystal-clear water of remarkable purity abounds in Puerto Rico, is unusually well suited for making great rums. Above: one of island's waterfalls.



Temperate climate of Puerto Rico averages in 70's all year, is perfect for production of fine, smooth rums. It also attracts tourists in search of sunny skies, tropical beauty, and cool nights. Shown above is palm-fringed Luquillo Beach.

### THE BIGGEST\* TREE IN THE WORLD



#### ★ NOT IN SIZE — BUT IN IMPORTANCE

The rubber tree means more to more people than any other tree in the world. From it comes the milky juice that provides a key to modern living. It is a vital raw material which the creative skill of the American rubber manufacturers turns into thousands of rubber products from latex foam mattresses to giant truck tires.

To the millions of people of Southeast Asia the rubber tree is the chief cash crop. Their standard of living depends upon it.

This tie between Asia and America was never more important to both than today when Communism threatens the free world. For four years Malayan growers have faced Red bullets and Red propaganda without flinching — while producing more rubber than ever before.

The rubber trees of Malaya are a fortress of freedom in Asia for all free nations.

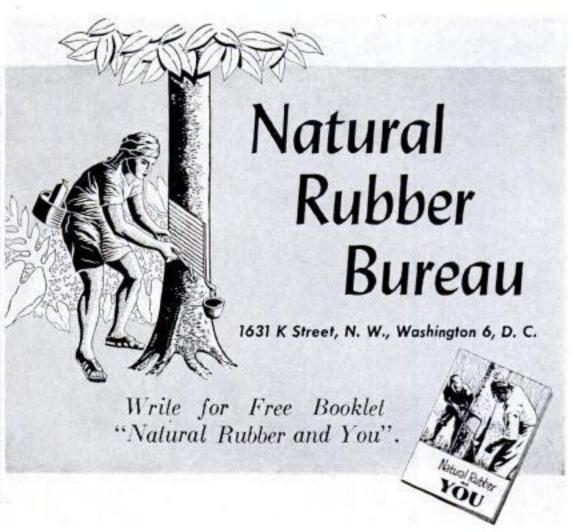
#### MALAYA'S NATURAL RUBBER IS ONE OF AMERICA'S VITAL IMPORTS



farmers improve their production.



BUDGRAFTING helps 350,000 Malayan rubber MALAYAN SOLDIERS guard rubber workers against Red attacks.





INSPECTOR McLEOD (KIRK DOUGLAS) SLUGS A PRISONER IN BLIND RAGE WHEN HE DISCOVERS THAT THE LAST CHANCE OF CONVICTING HIM HAS BEEN LOST

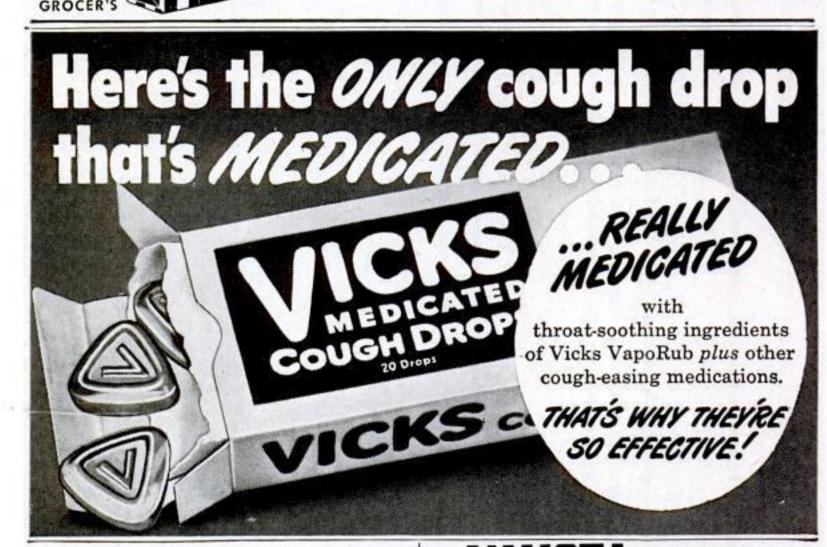
### A DAY AT THE POLICE STATION

#### Movie version of "Detective Story" gives an excitingly realistic view of the underside of big city life

The detectives in *Detective Story* do not go in for fancy Sherlock Holmesstyle induction. They prove a man has stolen a coat by finding another man's name sewn in it. As in the original Sidney Kingsley play (Life, May 2, 1949), the Paramount movie sticks to a precinct station in New York and watches the commonplace file of complainants and criminals and hard-working cops. Reports are typed out, fingerprints made, a few tears are shed, a few lives decisively changed, a man is killed; it's all in the day's work. On this absorbing pattern of daily life is grafted a melodramatic

plot about a detective with a sadistic hatred of all criminals, who beats up a sleazy abortionist (above) and then goes to pieces when he learns that his own wife once had dealings with him. Kirk Douglas, using the same grimaces which made him famous in Champion, and Eleanor Parker do well enough in the leading roles. But what makes it a movie of real distinction is the way Director William Wyler has used his minor characters, on both sides of the law (p. 173), to give a compellingly realistic picture of the nervous flow of life through the backwaters of a big city.









#### ACID INDIGESTION?

#### Here are the facts on Eno relief for acid indigestion

Acid indigestion of a temporary nature frequently occurs when the acid-alkaline content in your gastric tract (chemically known as your normal pH) is out of balance.

Each teaspoonful of Eno contains approximately four grains of free Sodium Bicarbonate, and furnishes, in solution, approximately fifty grains of complex Sodium Tartrates. These two very important elements tend to restore your normal gastric pH. In addition, Eno acts as a mild laxative. Thus Eno fights acid indigestion in two ways: it helps neutralize excess stomach acids, and furnishes mild laxation.

Don't wait until acid indigestion hits. Get a bottle of Eno today. Try Eno for quick relief. At all druggists.

#### TAKE GOOD-TASTING ENO

#### "Detective Story" CONTINUED



McLEOD AT WORK grabs a balky prisoner, manhandles him, brutally uses a cunning combination of force and wheedling to get him and his confederate to confess. Other detectives get just as good results with gentler methods.



McLEOD'S PRIVATE LIFE falls apart in front of his eyes when he learns that his wife, whom he had always thought of as a model of purity, had once had an illegitimate child. He refuses to forgive or forget, and she leaves him.



MCLEOD'S DEATH comes when, abandoned by his wife and tormented by remorse, he walks unarmed across room, lets himself be shot while trying to wrest a gun from dangerous criminal who had snatched it from a cop's holster.

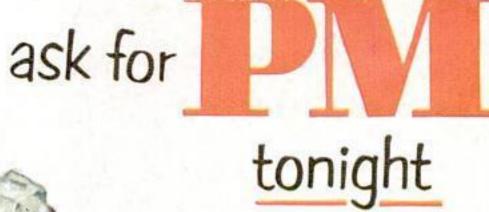
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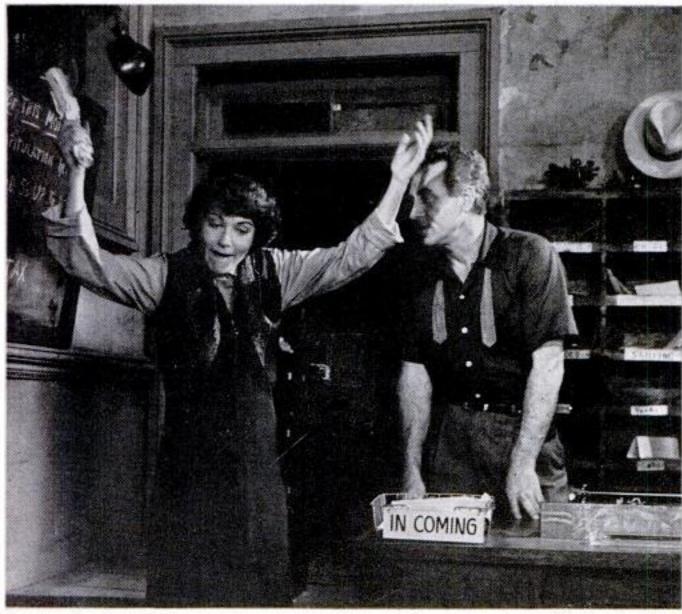
**TONIGHT**, for *your* Pleasant Moments, treat yourself and your friends to the "champion of whiskies"—finer, milder PM! Today, tomorrow, *every* time you taste it, you can count on the *uniform lightness and smoothness* that have made PM Preferred by Millions.

For a 9 x 9½ print of the above painting, without advertising or printed matter and suitable for framing, send 20¢ to National Distillers, Dept. L-26, Box 166, Wall St. Station, New York 5, N.Y.

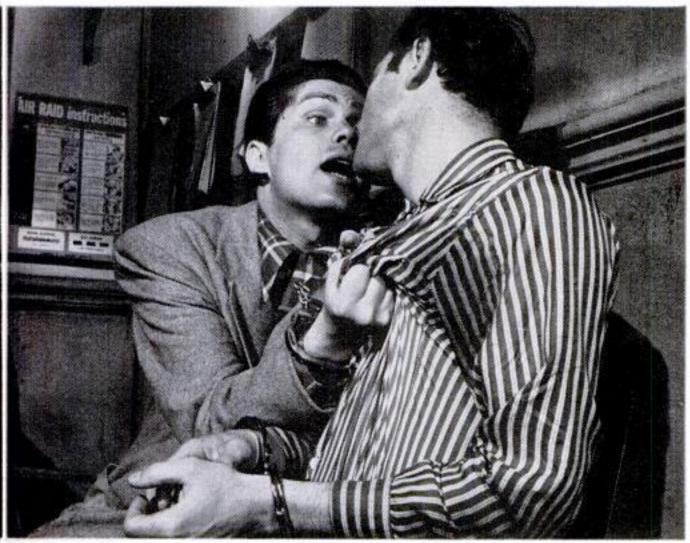




#### THE BIT PLAYERS ARE TERRIFIC



FLIRTATIOUS SHOPLIFTER, brilliantly played by Lee Grant, makes a hopeless gesture when she learns that the detective on duty is a married man.



TWO CAT BURGLARS (Michael Strong, left, and Joseph Wiseman) battle over division of loot although there is no hope of their ever seeing it again.



IPICKPOCKET VICTIM, a stranger in town (Harper Goff), tries to find this identification card, forgetting that his entire pocket has been cut loose.



#### Skin Sufferers

For quick relief from itching caused by eczema, pimples, athlete's foot, scales, scabies, and other itching troubles, use world-famous, cooling, medicated, liquid D. D. D. PRESCRIPTION. Greaseless, stainless. Soothes, comforts and checks intense itching speedily. 43c trial bottle proves it, or your money back. Ask your druggist today for D. D. D. PRESCRIPTION.



A few drops of OUTGRO® bring blessed relief from

tormenting pain of ingrown nail. OUTGRO tough-

ens the skin underneath the nail, allows the nail to

be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.



Mfg. Co., Inc., Rossmoyne, Ohio

#### "From Korea to home, the best part of my trip was by Greyhound!"

-writes M/Sgt. Marshall Williams of Salem, Va.

"After 13 months in Korea, you can imagine the luxury of having a Greyhound bus pick me up right at the gate of Camp Stoneman, California, on the last lap of my trip home.

"I got a kick out of talking with interesting people on the buses, and it sure was good to see this Country again.

"Now that I'm back, I'm going to do a lot of visiting. Good thing Greyhound trips don't cost much!"

#### GREYHOUND

Free full-color booklet
"Beauty Spots of
America"
Write Dept. L-111, Box
821, Chicago 90, III.



# always win

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You get a Double Guaranty with every Lee Super DeLuxe passenger tire. It assures you of completely satisfactory service regardless of tough luck that might happen to any tire—regardless of what kind of road hazard damage—for a full fifteen months.

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You can get this amazing Guaranty because we make tires differently. Lee tires are built of premium materials for extra value, but sell at regular tire prices. The beads are rubber cased steel cables for extra strong foundation . . . the sidewalls are multi-layers of Lee patented Double Life Cord for extra flexibility and stamina . . . the cold rubber treads are toughened for 30% extra mileage.

More than 19,000 Lee dealers from coast to coast honor this Double Guaranty. See your Lee dealer today. Read his Guaranty. Compare prices. Then you will know why Lee Tires give you

Every Extra Except Cost

#### ... such as

blowouts

cuts

bruises

rim cuts

sidewall breaks

running under-inflated

faulty brakes

improper mounting

misalignment

overloading



LEE RUBBER & TIRE CORPORATION, CONSHOHOCKEN, PA.

### Life Goes on a Gorilla Hunt

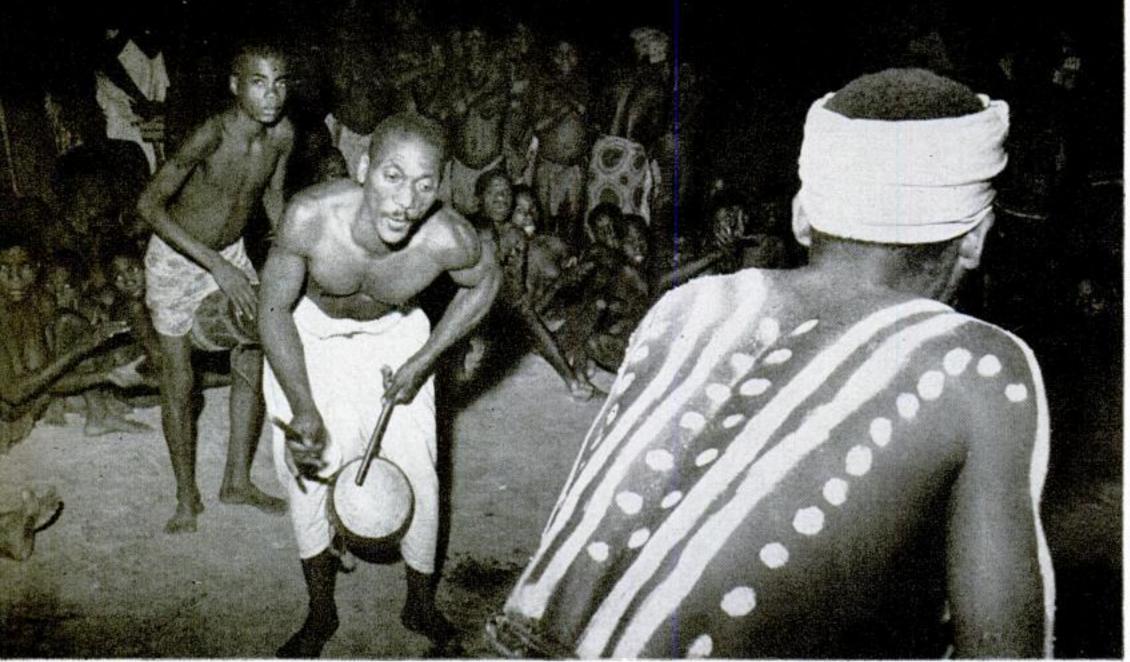
#### A BIG "GARCON" IS KILLED PROTECTING HIS FAMILY

PHOTOGRAPHED FOR LIFE BY ELIOT ELISOFON

The big gorilla below lived peacefully in the jungle of French Equatorial Africa with his many wives and children. Despite his ferocious looks and his huge bulk (he stood 6 feet tall and weighed 540 pounds) he was shy and would not have bothered to attack a human without provocation.

But gorillas are valuable animals, widely sought by zoos and research laboratories. A healthy, living specimen may bring \$6,000. Although the French government protects its gorillas from big game sportsmen, it does grant permits to collectors like Bill Said, an American hunter whose business is supplying gorillas for scientific study and zoos. Said has learned that only young gorillas can be caught alive and raised in captivity. But capturing even young gorillas is a bloody and terribly dangerous business. The young ones always live with adults which fight fiercely to protect their families, so Said is often forced to kill all the adult gorillas on the chance of capturing one or two marketable young ones.

When Said and his spear-carrying native hunters surrounded this garçon, as the big males are called, it came charging out of the dark jungle, barking wildly and swinging its huge hands, on a last fatal charge.



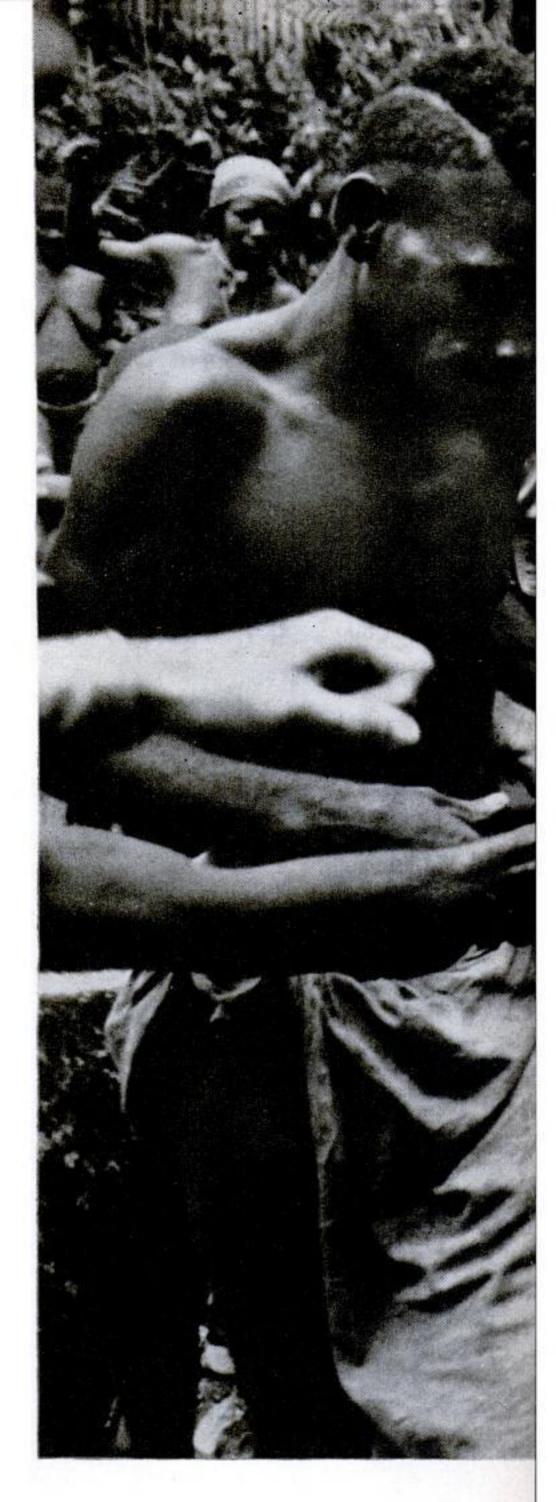
TRIBAL DANCE to give strength to the hunters is performed at night with both sexes attending. Music

is provided by drums, clapping and chanting. Natives are Bacolas, a semimigratory, half-pigmy tribe.



BEATING BUSH, natives hunt for baby gorilla which had fallen when the tree in which it was hiding

was cut down. It was finally found under a limb with its arm broken. It was fed on a bottle and survived.



#### YOUNG ARE TAKEN AFTER A STRUGGLE

When the gorilla family was located, the big garçon was sleeping on the ground, his family up in the trees. The natives cut down some of the bush in a circle, then hung nets on the inner side of the clearing. As expected, the garçon charged for freedom and was shot. Two females who tried to follow were speared to death. Another half-grown female (right), jumping from one tree to another, crashed to the ground, was caught and died from shock soon after. Another diseased specimen was caught but also died later. About 20 were able to escape. To get at the last females the natives cut down the tree in which they were hiding and wrestled one into submission (above). The other was found dead under the fallen tree. The only gorilla taken without a struggle was a small baby (p. 180), which was found crying in the undergrowth. To bring home two living gorillas Said left six dead.



SUBDUING GORILLA, a half-grown female weighing 70 pounds, requires the strength of Bill Said (white man at left), his assistant, John Biname (right), and

several natives. Trick in capturing small gorillas is to get them by throat or by one arm and back of head in order to pin them down and keep them from biting.



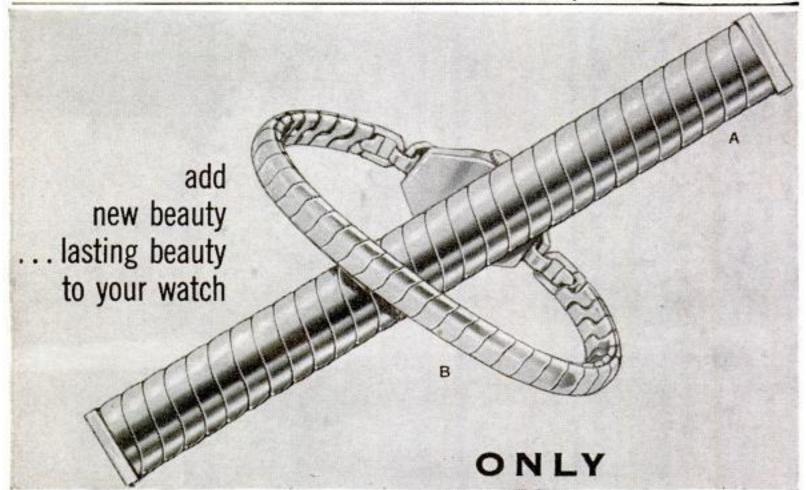
TIED UP, another young female submits only when she is too weak to struggle further. Taken back to village, she died that night from the effects of her battle.



**CAGED** in a basket made of boughs, young gorilla at top of page is carried to the village. This was the only one in the entire family taken alive in perfect condition.







### 

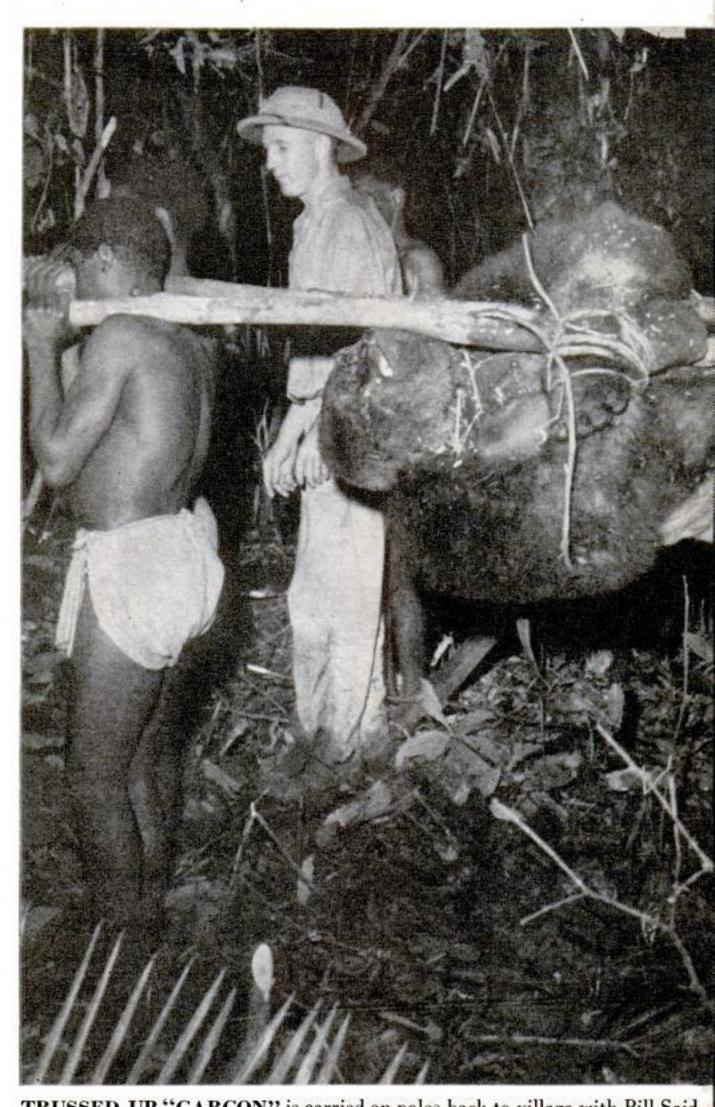
### EXPANSION WATCH BANDS

give you TRU-RIVET\* construction assuring longer life
— more years of dependable wear! And FLEX-LET Watch
Bands have the distinctive appearance of custom-made
jewelry. Give FLEX-LET...wear FLEX-LET...no finer
Watch Band made! Ask your jeweler—he knows!

A. DE LUXE-G. F. 1/20-12K top, stainless steel back \$11.50 T. I.

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\*PATENT NO. 2.444.684 FLEX-LET CORP., 580 FIFTH AVENUE, NEW YORK 19, N. Y.

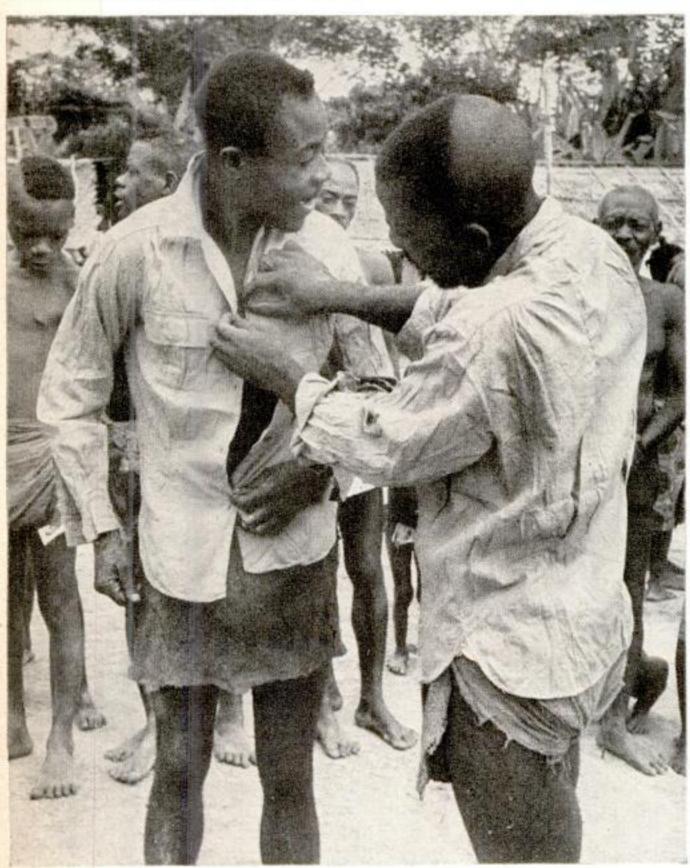


TRUSSED-UP "GARCON" is carried on poles back to village with Bill Said walking alongside. Natives used to hunt gorillas for food but are now forbidden



DANCE OF REJOICING is performed alongside bodies of dead garçon and female. Bacolas received tribal payment of 5,000 francs for each live gorilla.

by the French government to do so except under special circumstances. In this case tribesmen were permitted to cut up the dead animals and eat the meat.



PRESENTATION OF AWARDS made natives happy. They got German prisoner-of-war clothing. Men who subdued live gorillas also got 500 francs.

CONTINUED ON NEXT PAGE

#### How to win guests in one round



How glumly Jack turns off the fight. The champ is out—just like a light!



But, soon, Jack's mood again is bright For look—here comes a luscious sight.



A round of Cordials—flavors rare, Superbly made with skill and care.

For Hiram Walker's—much the best— Do honor to both host and guest.

#### Blackberry Liqueur by Hiram Walker

You'll never believe the hard-to-catch flavor of luscious, fresh blackberries could be captured in a bottle until you taste Hiram Walker's Blackberry Liqueur. That just-picked-this-morning goodness adds a touch of perfection at the end of a grand dinner.

To honor guests bring out the best-serve HIRAM WALKER'S

CORDIALS

A taste variety of 18 distinctive Cordials



60 proof 70 proof 60 proof Hiram Walker & Sons Inc., Peoria, Ill.



60 proof

# SCHICK INJECTOR WINS 5 TO 1 IN U.S. SHAVING TESTS

USES FAMOUS "GOLD PACK" BLADES THAT GIVE
FINER SHAVES THAN ALL OTHERS
— INCLUDING OUR OWN OLD BLADES!



WORLD'S ONLY RAZOR with all these big advantages:

Blades change automatically — "lock" at same, precise angle—no twisting, no adjusting!

Lighter weight makes shaving easier! Safety-Bar smooths down skin-tees up whiskers! "Fits" face -under nose, around lips! Uses new scalpel-sharp "Gold Pack" Blades! \*HERE'S FULL SCORE FROM SHAVING TESTS
Smoother Shaves 5½ to 1 Safer Shaves 7 to 1
Cleaner Shaves 5 to 1 Faster Shaves 5 to 1
More Shaves per blade, nearly 2 to 1

\*Men in 10 cities - nationwide - compared NEW SCHICK INJECTOR RAZOR and "GOLD PACK" BLADES with whatever they had been using. About 80% of the men had a preference. Of these, the votes were in the ratios shown above.



SCHICK INJECTOR RAZOR & BLADES

WATCH SID CAESAR AND IMOGENE COCA—SPONSORED BY EVERSHARP, SATURDAY NIGHT, NBC-TV © 1951 Eversharp Inc., 350 5th Ave., N. Y. C.

#### Gorilla Hunt CONTINUED

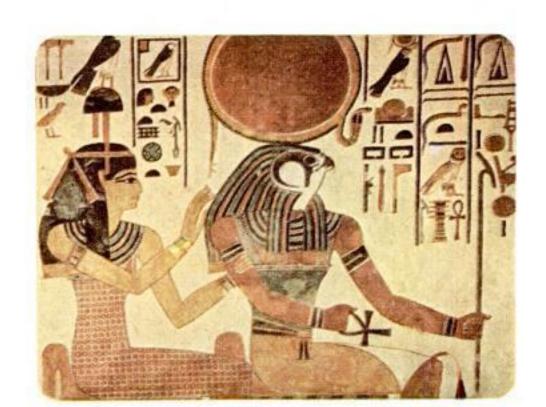
#### ZOOS KEEP SAID WORKING

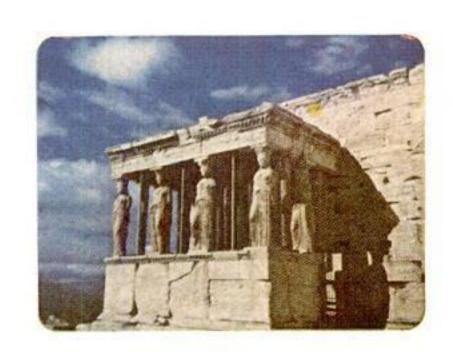
A gorilla hunter's life is not easy. At 26 Bill Said has made three expeditions, almost died of malaria and has just recovered from gangrene caused by a gorilla bite on his last trip. On his first expedition in 1950 he brought home three gorillas, which were sold to the Columbus, Ohio zoo for \$10,000. On his second, he caught three more, one of which died before zoos bought the others for \$10,000. On his last trip movies were made for a film to be called *The Gorilla Man* (produced by Henri Diamant-Berger and Walter Futter). Of the two gorillas from this trip the female will soon be sold to a zoo, but Said is still nursing the baby in a crib in his Columbus home. He expects to make more expeditions, if not in French Equatorial Africa, where government restrictions are tightening, then in other parts of the continent. As long as U.S. zoos demand live gorillas, Hunter Bill Said hopes to stay in business.



BABY GORILLA named Bobo is held by native youngster. Bobo lost weight and was very sick after capture, but Said is now nursing him back to health.









#### One million LIFE pictures...a treasury for teachers







everywhere—to meet the growing needs of visual education. Here is one of the largest picture files in the world. Rare manuscripts, great paintings and other works of art, scenes and objects photographed in the four corners of the earth have been added to this collection for fifteen years.

The vast resources of LIFE's Picture Bureau have recently

been thrown open to schools, museums, libraries, study groups

Athens in the Age of Pericles . . . The Forbidden City of the old Chinese Emperors . . . the civilization of ancient Egypt . . . Marie Antoinette's "Little Trianon" at Versailles . . . the Medieval Church in France . . . the art and culture of the Maya . . . a painting by the great Carpaccio—such vivid elements in the pageant of world history, and thousands more, can now come alive in full color right in your classroom through the inexpensive and practical medium of 35mm filmstrips.

There is magic in good pictures, and the power to convey instantly ideas and impressions which would require hundreds of pages in a book. While LIFE Filmstrips are not intended to take the place of books (or teachers!), they are designed to stimulate interest in the cultural history of the world and to help establish visual concepts which will give meaning to names, dates and facts.

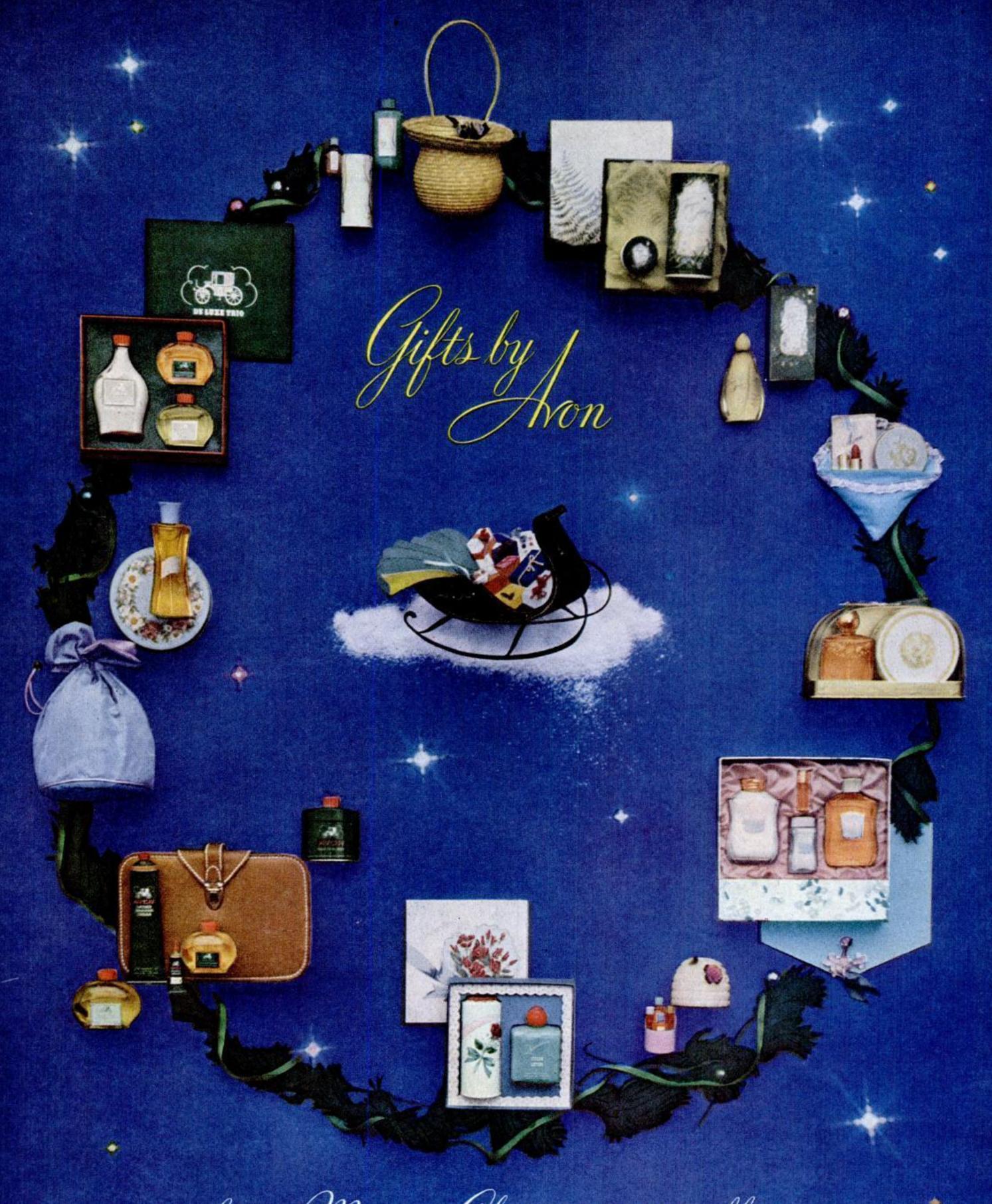
In May, 1951, three of LIFE's first seven releases were voted among the ten best filmstrips produced in 1950. (A fourth was runner-up.) The judges were men and women who are heads of State, City and University Audio-Visual Departments scattered over the nation; and the awards, offered by Scholastic Teacher Magazine, were made for "all-around excellence—technical quality, accuracy of content, and artistry."

Illustrated Catalogue Sent Free. For full description of the color Filmstrips now available, plus information on LIFE's new black-and-white filmstrip subscription plan, send the coupon below to LIFE Filmstrips, 9 Rockefeller Plaza, New York 20, N. Y.

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There's pride in giving — a thrill in receiving — an Avon gift. Avon's fine cosmetics and toiletries, while exquisitely packaged, are very moderately priced. These ideal gifts for all are sold exclusively by your Avon Representative.

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AUN COSMETICS

IN RADIO CITY, NEW YORK

#### SEQUEL



"LIFE" SHOWED MARY HANGING HARVARD AND YALE BANNERS

#### NASSAU TO WELLESLEY'S RESCUE

The week after Life (Oct. 15) showed Wellesley freshman Mary Lloyd-Rees hanging Harvard and Yale banners on her wall (above), she got three packages from Princeton. They all enclosed Old Nassau's banners. One of them explained, "We feel that the reason for not placing a Princeton banner with the others is because you don't have one. Princeton men have a habit of helping a lady in distress, and so with this letter we are enclosing the necessary help. Yours for a well-rounded education." It was signed by eight Princeton freshmen, who were so anxious to remedy Mary's lack with a substantial Princeton pennant (below) that they left the price tag on it. It said \$11.95.



HUGE PRINCETON BANNER is held up by Mary. On table and already on wall are others she has received since story. She hopes to hang them all.

When friends drop in, you needn't worry
About fancy food. Nor fuss and flurry.
Serve simple things you fix with ease
Then add the touch that's sure to please



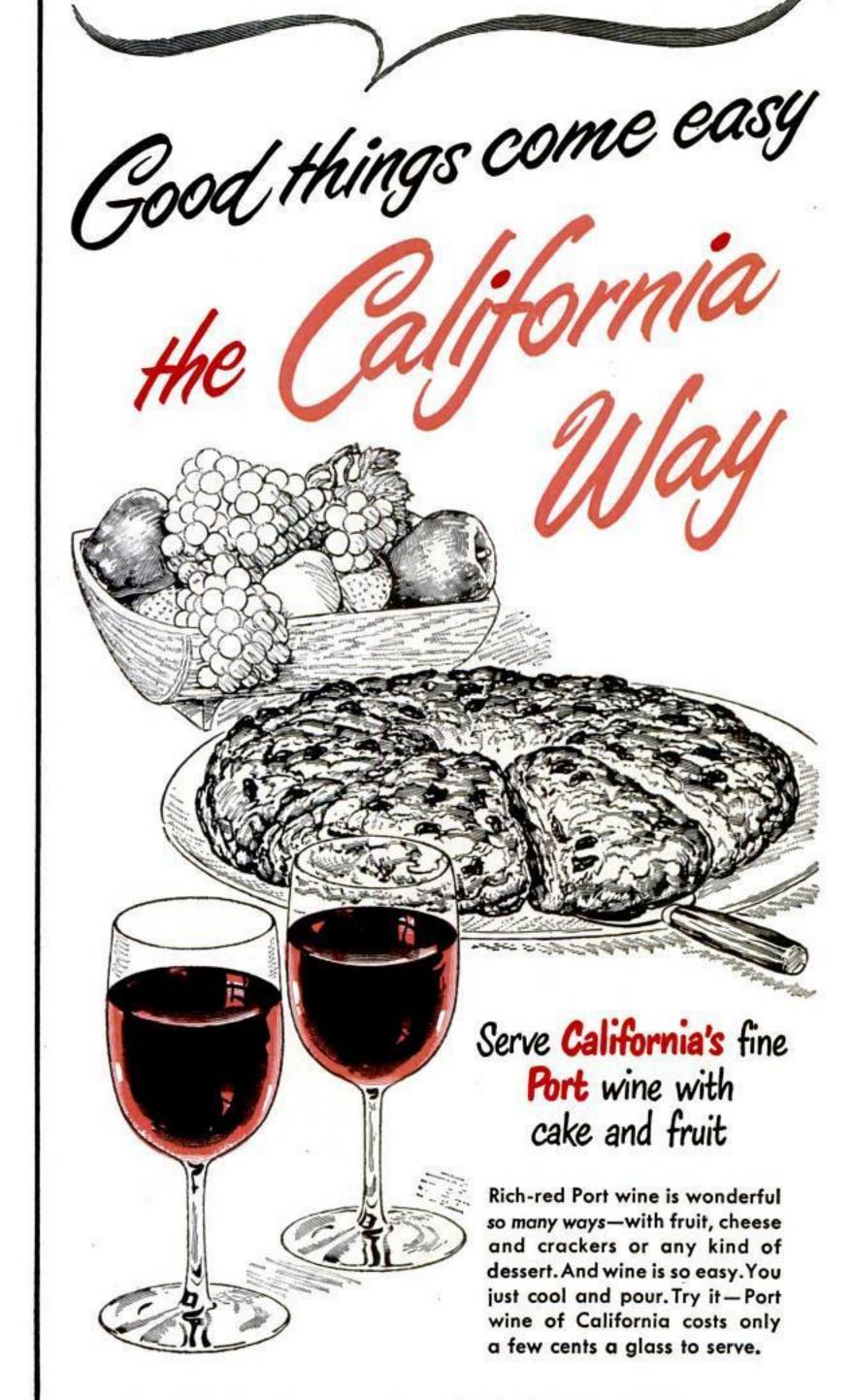


The touch of color—and glamor, too.

And that's the easiest thing to do!

You cool and serve some rich Port wine

Relax—and hear your guests vote "Fine!"



When you are dining out, get acquainted with the world-famous wines of California. They are featured by leading restaurants and hotels everywhere. Enjoy Sherry with your appetizers . . . California Burgundies, Clarets, Sauternes and Chablis with your dinner . . . or Port with dessert. Wine Advisory Board, San Francisco, California.

WINE ADDS TO GRACIOUS HOSPITALITY IN MILLIONS OF AMERICAN HOMES



from LIFE, May 28, 1951

#### WHAT'S IN A PICTURE...

Well, here's a familiar sight. Clothes on a line. Is that something to photograph? It all depends on who is hanging out the washing. She's Donna Rachele Mussolini, widow of Benito, dead Duce.

Now it seems there's more in the picture. Now comes remembrance of blackshirts, pomp and panoply, and much gold braid. There comes ambition, a balcony, oratory, crowds. There is cruelty, and fireworks; marching, and war. And finally, there is vengeance and a dictator hanging head downward . . . the woman hanging out clothes on a line is like an echo, a reminder.

In this photograph there is the end of a story, the last sentence of a page in history.

... to see life . . . to see the world . . . to eyewitness great events



### When wise old-timers met the train



When wise old-timers met the train To greet a favored guest,



They knew that fine old whiskey suits
A grand occasion best



To get a drink like they enjoyed— A taste that's passed the test—



Just tell the man you want IMPERIAL

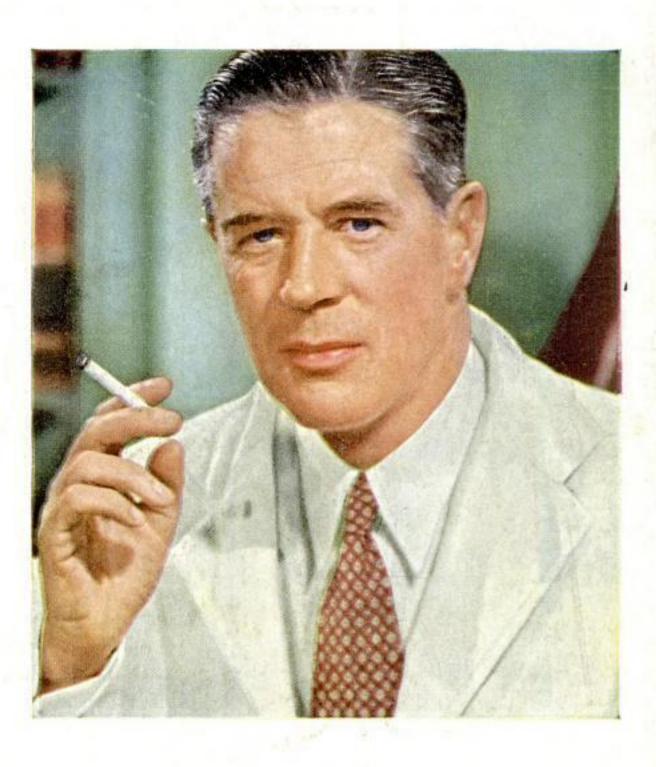
Hiram Walker's 93 years at fine whiskey-making makes Imperial good!

Blended whiskey. 86 Proof. 70% Grain Neutral Spirits. Hiram Walker & Sons Inc., Peoria, Ill.

### What cigarette doyou smoke, Doctor?"

The brand named most was

# 6 amel



Make your own
30-Day Camel
Mildness Test
in your "T-Zone"
(T-for ThroatT-for Taste).

In a repeated survey-conducted by a leading independent research organization-doctors in all branches of medicine, in all the 48 States, were asked: "What cigarette do you smoke, Doctor?"

#### THE BRAND NAMED MOST WAS CAMEL!

The reasons so many doctors prefer Camels are the same reasons you'll prefer Camels—mildness and flavor! Try Camels as your steady smoke. Make the enjoyable 30-day Camel Test, the one sensible test of cigarette mildness. Smoke Camels, and only Camels, for 30 days. It's fun... and it's real proof!

You'll see how mild Camels are, how well they agree with your throat—day in, day out. And pack after pack, your taste will tell you no other cigarette compares with Camel! Start your own 30-day Camel mildness test today!

According to a repeated nationwide survey:

MORE DOCTORS SMOKE CAMELS than any other cigarette!